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Profile

A digital marketing specialist since 1998, I was a creative/strategist for many leading agencies. During my career, I delivered award-winning work for Unilever, Mars, Microsoft, Nokia, Asiacell, Caixa, Sebrae, Banco do Brasil, Correios, Unicef, Brazilian Sports Ministry, Emirates, Emaar, among many other global players. An entrepreneur since 2011, I founded ORB, a boutique digital studio, supporting TBWA, Lowe, Artplan, Nova/SB, Fermento, Fields and Flap to cope with the online output of their clients in Brasilia. In 2015, I entered the startup world with Biz Airlines, the first streamlined global distribution system for private jets, connecting jet operators to travel companies around the world, by automating offer management, order management and settlement services. I am a self-starter-hands-on-data-freak executive that loves bringing to the table project management allied to business sense and development.

Experience

CEO & Founder, Biz Airlines, Toronto, ON Canada — 2015-Present

Pre-revenue travel startup changing the backend of the private jet vertical. I was responsible for the conception of the company from idea to the delivery of state-of-art technologies, hiring the founding team, developing business processes, products, marketing and sales strategies.

Highlights:

- Raised \$160,000 in pre-seed funding to develop the product;
 - Got accepted into one incubator program (TSI) and two accelerator programs (VentureScaleUp and Extreme Accelerator);
 - Planned a managed the development of the white label mobile app (iOS & Android) that now serves as a direct booking platform for the private jet operators, and is fully integrated with our system (Charter
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Operator Tool, Web-based Travel Agency Tool and APIs for both endpoints);

- Implemented a variety of analytics' tools (i.e. Google and Leanplum) to help Biz Airlines track its consumer behavior and push engagement notifications to reduce shopping cart abandonments and improve the return rate to the app.

Executive Director, ORB, Brasília, DF Brazil — 2010-2015

One of the top digital boutiques in the Brazil's midwest, working with own clients and alongside the largest ad agencies in Brasilia. I was in charge of general management of the company, business development and creative direction.

Highlights:

- Delivered over 300 live activation campaigns, digital products and engaging experiences across multiple channels in a little over 5 years;
 - Coordinated a team of 50+ talents;
 - Developed the content strategy for Caixa's New Website, leading the user-experience, design and copywriting teams to renovate and reposition the bank's brand towards a more youthful audience;
 - Planned and coordinated the production of Inframerica's Airport App allowing users to engage with the airport while we could up-sell airport facilities such as VIP lounges, shops and restaurants, suggesting connecting and boarding passenger of "to-dos" with the time left prior to their take-off, as well as an a "crisis-management" AR feature that showed the passenger all improvements that would be done at the airport alleviating the journey stress the during its renovation in 2013/2014;
 - Created Caixa's Auto Financing App to support the Caixa Auto Show initiative. Caixa increased its auto financing market share by 26% in 2014 and the app generated over 100,000 leads to a variety of participant car dealerships nationwide;
 - Lead Caixa nas Ruas project, which integrated a web-based platform and other mobile apps that track physical activities (Strava, RunKeeper and MapMyRun) and rewarded Caixa's employees for exercising, thus
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promoting well-being among the teams. The app was a hit and within less than three months after launch, there were 15,000 active users.

- Sold the company to Fermento Promo, and took the role of Digital Director for the 12 months transition period;
- Main clients: Caixa (via Borghi, Fermento and Nova/SB), Sebrae (via Nova/SB), Correios (via Artplan), Conjunto Nacional and Sete Linhas Aéreas.

Creative Director, Monumenta, Brasília, DF Brazil — 2010

Joined the leading live-marketing agency in the region to coordinate the digital team. Monumenta gave me the opportunity to work on first mobile app project.

Highlights:

- Pitched and won Embratur's account (one of the largest accounts in Brazil);
- Created and managed Torcida Caixa project - a toolkit for contest winners to go to the 2010 FIFA World Cup. With the app the 200 travelers interacted among themselves, created group meet ups at local pubs to watch games that they did not have the ticket to attend, share their trip photos with the fans and families back home. The app was live for 90 days only and generated 40,000 downloads.
- Main clients: Caixa, FUNCEF, Gatorade and Embratur (Brazilian Tourism Agency).

Creative Director, Wunderman, Dubai, UAE — 2007-2010

The leading global Direct Marketing agency needed to catch-up with digital innovations. I was responsible for bringing the digital culture to Dubai's office.

Highlights:

- Helped Wunderman's global team become a thinking-digital-first agency;
 - Pitched and won Emirates Airlines, Unilever and Mars accounts;
 - Was active part of the team that secured a global alignment of Microsoft and Nokia accounts.
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Art Director, JWT, Bahrain, UAE — 2007

Art Director, Zero11, São Paulo, SP Brazil — 2006

Digital Communications Analyst, UBEE, Brasília, DF Brazil — 2005-2006

Art Director, AgenciaClick Isobar, Brasília, DF Brazil — 2004-2005

Marketing Manager, Marcnamara Sims, Goiania, GO Brazil — 2002-2004

Digital Art Director, GTA e-Marketing, San Juan, Puerto Rico — 2000-2001

PR Intern, Ancora Comunicacao, Londrina, PR Brazil — 1998-1999

Education

Universidade Estadual de Londrina, Londrina, PR Brazil

B.A. Communications - Public Relations, 1999

Skills

Advertising, Digital Strategy, Digital Marketing, Creative Strategy, Creative Direction, Art Direction, Marketing, Integrated Marketing, Marketing Strategy, Business Strategy, Project Management.

Awards

GrandPrix Prêmio Colunistas, Gold Prêmio Colunistas, Gold Webby Awards, Silver Prêmio Colunistas, Silver MOnline, Silver About, Bronze MOnline, Shortlist Cannes, Shortlist Clio, Shortlist CCSP.

Affiliations & Groups

Travel Startups Incubator, VentureScaleUp, Extreme Accelerator, LatAm Startups, Haltech, Startup Grind, GBTA and CDL-Jovem (Young Entrepreneurs Chamber).

References

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