PORTFOLIO



HI, I'M

Filipi Spingler

Digital Marketing Expert (2020-2022)

A specialist, or Digital Marketer, who is responsible for helping maintain a brand by working on marketing campaigns. Including performing market research, strategizing with other marketing professionals and creating content to aid in the success of marketing campaigns.

EDUCATIONS



University

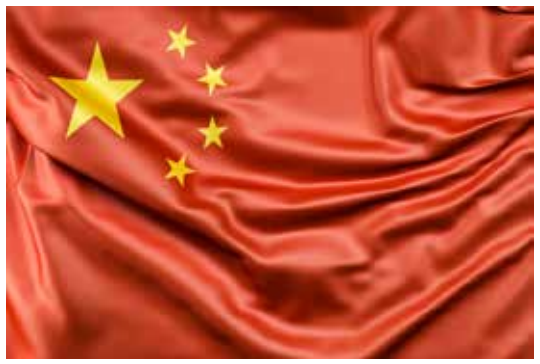
University completed in Dongguan, China. Graduated in Administration and Mandarin but later changed to Marketing.



2016-2017

Administration

International administration focused on industries that deal with daily trade and shipping. Process of in flight and ship protocols



2016-2017

Mandarin

The study of the Chinese language that was focused on the Guangdong province.

01.

Claudia Lisotta



Instagram

Cards for instagram and photos edited for posting. Website description and shoe designs.



Catalog

Magazine catalog for printing as some banners and folders to show on fairs.

Digital Content

Digital content made for Claudia Lisotta, such as: Posts for instagram, videos for website and photo edition for color changing shoe styles.

02.

SATRYANI

Shoe company that was in search of digital content, video edition and website creation.



Service For them

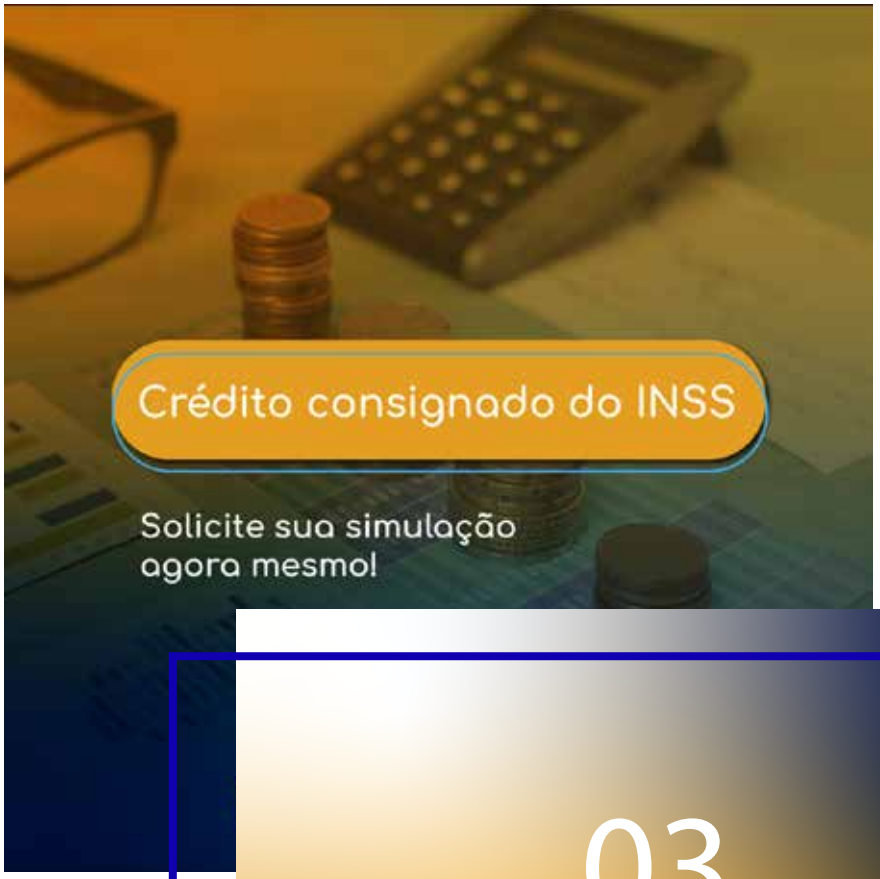
In order to fully comprehend what they were searching for, I went to visit their factory and was able to understand what they really needed. After doing that I was able to give them the exact content they were hoping to find.

01

The main color of the brand was blad and light brown, giving it a nice professional touch to it.

02

The pictures that were needed were professional company photos of the shoes they made and of the factory.



03.



KL Consultora Financeira

Re-branded with a new logo as well as a new font and colors to appeal to the diverse public.

Font

A new font was created in order to attend the clients professional needs.

Colors

The new colors were selected to attract attention of the public by showing a welcoming and warm color.

Nicoli Swarovski was looking to change the colors of the shoes without having to make new samples.



04.







Fashion is not just about dresses and shoes only. It is the essence of beauty that we see in our daily lives, wether it is on the streets or at home. Every little thing that makes us feel joy and happiness has to do with fashion. The only thing that is always the same in fashion is change and that is what makes fashion so much more interesting. Be fashion, be style, be Nicoli Swarovski.

CONTACT INFO



https://www.linkedin.com/in/filipi-spingler-6037381a4/

+(51) 99635-0128

Estácio de sá, 134,
Centenário, Sapiranga

filipikspingler@hotmail.com