

RENATA AMYNTHAS

Marketing Manager | Brand & Creative Strategy Leader

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PROFESSIONAL SUMMARY

Marketing strategist and creative director with 10+ years of experience leading brand strategy, integrated campaigns, and growth marketing across the Brazilian and U.S. markets. Co-founded two creative agencies, led national marketing for major American film productions (Sony Pictures, Lionsgate, Pure Flix Entertainment), and currently serves as Marketing Manager at HAYMAN-WOODWARD, a global immigration consulting firm specialized in merit-based U.S. immigration pathways including EB-2 NIW. Specializes in branded content, brand positioning, copywriting, creative direction, and cross-cultural campaign execution. Bilingual (Portuguese native; English C1).

CORE COMPETENCIES

Brand Strategy • Creative Direction • Copywriting • Branded Content • Growth Marketing • Email Marketing • Social Media Strategy • Visual Identity • Campaign Coordination • Cross-Cultural Marketing

PROFESSIONAL EXPERIENCE

Marketing Manager | HAYMAN-WOODWARD

San Diego, CA (J-1 Visa) September 2025 – Present

Authored top-performing EB-2 NIW lead-acquisition creative; structured PR operation generating ~USD \$3.4M in earned media value in 8 months.

- Authored video script for **EB2NIW_leonardo-freitas_english**, identified as the top-performing creative in the company's EB-2 NIW lead-acquisition strategy. Campaign drove **228 leads in April 2026 (vs. 67 in February — +240%)** with **CPL of \$20 (down from \$102 — 80% reduction)** and **70% lead-quality classification (HOT)** by Business Development Managers.
- Structured PR operation from the ground up: led agency selection, contract negotiation, scope definition, and ongoing strategic coordination of Temma agency. Operation generated **109 earned media placements across 73 outlets** in 8 months, including Folha de S. Paulo, R7/Record Américas, BandNews FM, Rádio Jovem Pan, Você S/A, and O Tempo. **PR value: R\$17.4M (~USD \$3.4M); cumulative audience: 113M+ contacts.**
- Took over email marketing operations in February 2026; within first 90 days, drove **click rate from 0.14% to 2.8% (~20x improvement)**, **open rate from 12.5% to 19.6% (+56%)**, and total clicks from ~350 to 5,905 across a database of 215,000+ subscribers.
- Contributed copy, creative direction, and strategic input to additional top-performing campaigns including **Green Card para Dentistas (CPL \$18.37, 66 HOT leads)**, **Green Card para Engenheiros (155 leads, 69% HOT)**, and **Como conseguir um Green Card sem ter diploma (CPL \$11.79, 76 HOT)**.
- Provide strategic insights, scenario analysis, and creative direction inputs to the firm's paid media operation across Meta and Google Ads (PMax, Search, Demand Gen) — supporting **\$25,000+ monthly investment** across 4 active geographies (Brazil, U.S., LATAM, Portugal). April 2026 operation: **1,008 leads with 484 classified as HOT.**
- Lead full-funnel growth strategy in collaboration with the CMO, integrating creativity, data, and automation across acquisition, conversion, retention, and reactivation.
- Lead internal sales presentations, social media copy and script approvals, and serve as primary coordinator with external paid media agency on strategy, validation, and creative direction.

Founding Partner & Creative Director | Reconnect Marketing

San Diego, CA (operating remotely from Brazil) January 2022 – August 2025

Co-built U.S.-based agency serving 17 American clients; grew Tailored Management LinkedIn to 100,000+ followers (+213%).

- Developed and executed full-funnel marketing strategies aligned with client business objectives, including website optimization, video content production, social media management, and integrated campaigns across 17 U.S. clients.
- Served as creative and strategic lead on a portfolio of **17 American clients** across recruitment, hospitality, food and beverage, technology, and fitness sectors. Operated under formal Consulting Agreement with 50% commission structure on all projects.

- Tailored Management (national recruiting firm with 40+ years of operation; offices in U.S., Costa Rica, Philippines, India): grew LinkedIn following from **approximately 32,000 to 100,000+ followers (+213%) in 18 months**. Engagement concluded April 2025.
- HAY HYVE (Dubai-based marketing agency serving HAYMAN-WOODWARD and the personal account of its CEO Leonardo Freitas): authored video scripts for Mr. Freitas's personal Instagram account that achieved **4.5M views (Dubai immigration), 9.9M views (viral content), and 7.5M views (money-back guarantee)** — verifiable on Instagram. Engagement period: late 2024–early 2025.
- HAY HYVE / HAYMAN-WOODWARD (Instagram): authored scripts for the company's Instagram content that generated **1.6M views (Popo vs Leo), 94k views (Marriage isn't your only option), 66k views (The move that changed music forever), and 52k views (What real estate experts won't tell you)**. Engagement preceded direct employment at HAYMAN-WOODWARD.
- Açai Republic (food franchise with **20+ U.S. locations** across California, Arizona, Florida): led creative direction for all video content during 3.5-year engagement — directed scripts, copy, and creative decisions across the brand. Selected reel highlights (each surpassing 40k views): **founders presentation (571k)**, organic brand content (243k), **Layers of Paradise product launch (155k)**, Ícaro Moreno athlete content (107k, personally written), Mother's Day campaign (41k).
- Gracie Barra Encinitas: led marketing campaigns for major events including the Woman Self-Defense initiative — wrote copy and scripts, directed creative for design and edit teams, approved final outputs. Drove **+296% account reach and +62.7% total impressions (55,333 in a single month)** through integrated social and paid strategy. One community story video generated **248,000 views** (woman beginning jiu-jitsu later in life as a mother).
- Jobvius (American technology startup): developed creative direction for brand materials, shaped creative concept for SXSW Austin booth, and led creative vision for Times Square pre-launch campaign.
- LHG Hotels: led visual identity development as creative director in collaboration with the design team.
- Additional clients: Coffee Dreams, Hostel American Dreams, Violet by Cohava, Lfvate, Vitale Poke Shop, Wits Digital, Areia Footvolei, Chiefy Cafe, Rei do Gado, Global Jiu Jitsu League (CompNet), Liquor Marti and Deli, Temakeria SD.

Founder | *Reconnect Rio (independent operation)*

Rio de Janeiro, Brazil January 2021 – December 2021

- Operated as independent marketing strategist serving Brazilian consumer brands during structuring of U.S. agency. Clients: Padaria Nema, Constantinopla, Pizzaria da Ilha, Life Care.

Co-founder & Creative Lead | *A.Casa / Núcleo Agency*

Rio de Janeiro, Brazil June 2018 – December 2021

Co-founded creative agency; delivered cost-per-acquisition under \$1 USD/sale on flagship campaigns.

- Managed digital marketing strategy for franchise locations of **Koni and Spoleto (both part of Grupo Trigo, 850+ restaurants nationally)**. September 2020 campaign: 30,357 reach, 47 tracked sales from R\$250 (~USD \$46) — **CPA under USD \$1 per sale**. Spoleto campaign delivered **12% CPA reduction through optimization**.
- Built custom Instagram AR filters using **Spark AR Hub (Meta's professional platform)** for clients including Seu Vidal restaurant (79,300+ Instagram followers) — early adopter of a platform that few Brazilian marketing professionals had learned to use at the time.
- Additional clients: Rolé restaurants, Pizzaria da Ilha, Ecila, Constantinopla, Bebê Nutrir.
- Reduced to part-time during 2020 to take concurrent role at 360 WayUp; returned to full-time at end of 2020 as agency revenue exceeded salary during pandemic-driven growth.

Marketing Coordinator | *360 WayUp (360 Entretenimento e Distribuição de Filmes Ltda)*

Rio de Janeiro, Brazil December 2019 – September 2020

Led national marketing for 4 U.S. film productions during pandemic; delivered Netflix Top 5 with zero paid budget and #1 box office opening.

- Managed marketing budgets totaling **R\$400,000+ (~USD \$75,000)** for U.S. film studio releases in Brazil during the COVID-19 pandemic period.
- Mais Que Vencedores (Sony Pictures, dir. Alex Kendrick): managed sustaining campaign during her tenure on a film that opened at **#1 at Brazilian box office** (unprecedented for a Christian film), expanded to 481 screens at peak, generated **726,790 total attendees and R\$9.5M in ticket revenue (ANCINE official data)**.
- Quando o Sol se Põe (Netflix Brazil): coordinated marketing strategy **with zero paid media budget on agency side**. Film entered Netflix Brazil **Top 10 within 24 hours and Top 5** — first Brazilian Christian film to reach Top 5 on the platform.
- Enquanto Estivermos Juntos (Lionsgate / Kingdom Story Company): managed **R\$250,000 (~USD \$46,500) national paid media campaign** during pandemic. Reached 75,196 attendees across 383 screens (ANCINE), generated coverage in 15+ media portals and viral social media challenge.

- 40 Dias: O Milagre da Vida (Pure Flix Entertainment): developed complete national marketing plan and led pre-launch strategy, allocating **R\$150,000 (~USD \$27,900) across 20+ media partners** (TV, radio, print, digital, influencers) in cities throughout Brazil. Marketing plan included **private screening at Palácio da Alvorada attended by Brazil's First Lady and Secretary of Culture** (September 29, 2020), executed by team under her coordination. Film launched theatrically in October 2020 according to her plan.
- Coordinated network of **20 freelance professionals** (regional promoters, media buyers, influencers, PR contacts) across Brazilian states.

Communications Intern → Client Services Assistant | Batata Comunicações

Rio de Janeiro, Brazil | October 2014 – May 2016

- Selected by management to assume responsibilities of departing supervisor in September 2015. Served corporate clients including **Vale, Petrobras, and Ralph Lauren**, managing translation and communications projects for boards of directors of multinational organizations.
- Coordinated translation support for **Rio 2016 Olympic Games** printed materials. Piloted early-stage machine translation tools applied to corporate communications workflows.

Communications Intern | Mix FM Radio

Rio de Janeiro, Brazil | June 2013 – December 2013

- Supported communications and event coverage including Rock in Rio festival activations.

EDUCATION

Media Strategies and Advertising (Program Code NWY.1Q) | LaSalle College, Montréal, Canada | 2023–2024

Completed all academic requirements (37 credits, 21 courses, 22 competencies certified as 'Objective Achieved'). Grades ranged 85%–96% in core specialty courses. Final certification pending Québec provincial French-language exam (Bill 14).

Strategic Planning Certificate | Miami Ad School, São Paulo, Brazil | 2016

Bachelor of Social Communication, Major in Advertising | FACHA, Rio de Janeiro, Brazil | 2011–2016

LANGUAGES

Portuguese (Native) • English (C1 – Advanced/Fluent)

SELECTED ACHIEVEMENTS & RECOGNITION

- Authored the top-performing creative in HAYMAN-WOODWARD's EB-2 NIW lead acquisition campaign — drove **240% increase in leads** and **80% reduction in CPL** in 90 days (2026).
- Structured PR operation generating **R\$17.4M (~USD \$3.4M) in earned media value** across 109 placements in 73 outlets in 8 months, including Folha de S. Paulo, R7, BandNews, Jovem Pan, Você S/A (HAYMAN-WOODWARD, 2025–2026).
- Authored video scripts on Instagram generating **22M+ combined views** on the personal account of HAYMAN-WOODWARD CEO (Leonardo Freitas), including individual videos reaching 4.5M, 9.9M, and 7.5M views (via HAY HYVE agency, late 2024–early 2025).
- Grew client LinkedIn following by **+213% to 100,000+ followers** in 18 months (Tailored Management, 2024–2025).
- Coordinated marketing strategy driving **Netflix Brazil Top 5 with zero paid media budget** — first Brazilian Christian film to reach Top 5 (Quando o Sol se Põe, 2020).
- Led campaign for Sony Pictures' Mais Que Vencedores: **#1 Brazilian box office opening, 726,790 total attendees, R\$9.5M revenue (ANCINE)** — historic result for a Christian film in Brazil (2019–2020).
- Marketing plan included private film screening at the **Palácio da Alvorada attended by Brazil's First Lady and Secretary of Culture** — executed by team under her coordination (40 Dias / Unplanned, September 2020).
- Early adopter of Meta Spark AR Hub for branded Instagram filters in Brazil (2019–2020).