

# Bruna Deplanck

SENIOR CONTENT & BRAND STRATEGIST | GLOBAL CONTENT | BRANDING, INFLUENCER MARKETING & PERFORMANCE

São Paulo, Brazil | Remote, Hybrid | Open to relocation

**LinkedIn:** [linkedin.com/in/brunadeplanck](https://linkedin.com/in/brunadeplanck)

## ----- PROFESSIONAL SUMMARY -----

Senior Content & Brand Strategist with 10+ years of experience leading global and regional content strategies, integrated campaigns, and brand narratives across education, retail, healthcare, and consumer goods. Strong background in content leadership, influencer marketing, and performance-driven storytelling, connecting creativity and data to drive business impact across TikTok, Meta, and LinkedIn.

## ----- AREAS OF EXPERTISE -----

Brand Strategy | Global Content Strategy | Influencer Marketing | Integrated Campaigns | Social Media Strategy | Performance Marketing | Storytelling | Team Leadership | Data Analysis | ESG Projects

## ----- PROFESSIONAL EXPERIENCE -----

**Artplan** — Content & Digital Marketing Strategist / Content Lead | 2023 – *Present*

- Lead content strategies for major brands including Estácio, IBMEC, IDOMED, Supermercados Mundial and ROG.e.
- Develop integrated campaigns across organic and paid social, aligning branding and performance goals.
- Coordinate multidisciplinary teams and manage influencer strategies across LATAM.
- Contribute to strategic pitches and competitive proposals for new business.
- Support campaigns awarded at Cannes Lions through strategic participation.

**Grupo Dreamers** — Social Responsibility Lead | 2023 – *Present*

- Lead ESG and social responsibility initiatives across the largest independent communication group in Brazil.
- Develop institutional narratives and campaigns connected to diversity, inclusion, and social impact.

**Espaçolaser** — Marketing Analyst | 2021 – 2022

- Managed social media calendars and influencer partnerships across Brazil and LATAM franchises.
- Oversaw marketing budgets and campaign performance analysis.
- Acted as liaison between marketing, BPO, and leadership teams.

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## EDUCATION

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**MBA in Communication & Marketing** — Universidade Anhembi Morumbi, BR  
**Marketing Program** — Harvard Business School, MA  
**B.A. in Advertising & Marketing** — Universidade Paulista, BR

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## LANGUAGES

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Portuguese (Native)  
English (C1 – Professional)  
Spanish (A2)