

Caio Henrique Caprioli

Sales Executive

Hi! I'm Caio Caprioli. I am 37 years old and nowadays I'm a sales man. But there is more... I am an professional that studied journalism and branded content, with extensive work at renowned publishers such as Editora Abril, Globo and Globo Condé Nast. I have a strong background in producing and coordinating projects. A while ago, before I started my sales career, I used to have some famous blogs and kind of was a "so called" digital influencer – I have had fashion and personal blogs, contributed to famous blogs like Papel Pop, I'm not a TikToker, but I can produce and imagine a post in seconds. I am a multifaceted and dedicated professional, with a unique mix of passion for news, sales, premium content, technology and I am always seeking new ways to innovate and connect with the world around me. Oh. And I am a really good buyer. Also, I love to be a seller.

Employment History

Ads Sales Specialist at Grupo Abril, São Paulo

JUNE 2021 – PRESENT

- Specialist in Foods and Drinks sales for Abril;
- Management of key accounts of the Group, like JBS, GSK, Banco Master, Kia, Rede D'OR and other clients;
- Responsible for the support for the biggest media and PR agencies in São Paulo, like Almapp, FSB, Wmccann, Cheil, Jotacom and many others
- Specialist in sales for Beauty, Fashion and Industry

Ad Sales Specialist at Editora Globo, São Paulo

JULY 2018 – JUNE 2021

Negotiation of media spaces, branded contents or sponsorships on Editora Globo and Condé Nast platforms (online, offline and branded content). Responsible for building and managing credible, long term relationships with key clients and their agencies.

- Experience in structuring and negotiating deals;
- Experience independently build, pursue and close a large pipeline of leads from advertising brands and agencies;
- Hunter profile to always keep looking for new prospects.

Branded Content Manager at G.Lab, Editora Globo, São Paulo

JULY 2015 – JUNE 2018

- Responsible for, with a very great team, create from the very first start a branded content house for Editora Globo, o G.Lab. After it was launched, the whole team was prepared to create, spread and analysis data from the hundreds of contents and projects leaded by us. At the time, I worked as the coordinator for the team and responsible for manage budgets, projects, briefings and give support to the sale teams at some reunions.

Project Owner at Edições Globo Condé Nast, São Paulo

JANUARY 2015 – MARCH 2015



Details

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Date / Place of birth

25/11/1987
São Paulo

Nationality

Brazilian

Driving license

Yes

Links

[linkedin](#)
[eu, num hub](#)

Skills

TikTok

Time Management

Problem Solving

Fast Learner

Computer Skills

Ability to Work in a Team

The person in the marketing team responsible to create and translate some clients briefings to the universe of the audience of GQ's Brasil. Unfortunately, the timing didn't match.

Analyst at iG - Internet Group do Brasil S/A, São Paulo

OCTOBER 2006 – MARCH 2010

My first job. Started as a trainee and in half a year was responsible to collaborate with a wonderful team the web 2.0 platforms of the portal, link Fotolog, Blig and others.

Education

Bachelor's Degree in Journalism at USCS Universidade de São

Caetano do Sul, São Paulo

JANUARY 2006 – JANUARY 2009

Courses

Webdesign and UX at Senac

JANUARY 2019 – JANUARY 2019

Creating PCs at Senac

JANUARY 2018 – JANUARY 2018

Prizes

Caminhos para o Futuro, Editora Globo, São Paulo

The first branded content project created for the B2B market, I was invited to join the GE and Epoca Negócios team to lead the partnership, that remains for almost 5 years. The hub, where a lot of native contents was created: webséries, events, lives, the opening for the Rio de Janeiro's Olympic Games, infographics and other stuff. The hub has received the title of Best Branded Content Project at Globo em 2022.

Ability to Work Under Pressure
=====

Effective Time Management
=====

Communication
=====

Leadership
=====

Communication Skills
=====

Microsoft PowerPoint
=====

Microsoft Office
=====

Curiosity
=====

Persona (User Experience)
=====

National Airspace System (NAS)
=====

Web 2.0
=====

Blogger (Service)
=====

Management
=====

Sales
=====

Journalism
=====

Blogs
=====

Project Management
=====

Imagine (3D Modeling Software)
=====

MVS (OS)
=====

Negotiation
=====

Content Creation
=====

Web Design
=====

Creativity
=====

Communications
=====

Microsoft Excel
=====

Coordinating
=====

Artificial Intelligence
=====

Advertisement
=====

Languages

English
=====