



Jeferson L. Cocate

Passionate Account Manager.
Challenger. Matchmaker. Doer.
Italian citizenship, Brazilian heart.

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Recognitions



Clients selection



Working style



Work experiences (Germany's summary)

February 2016 – April 2021

Serviceplan Group

Senior Account Manager, Digital and Integrated 360° Campaigning
Hilti, Harman / Bang & Olufsen, Ludwig-Maximilians-Universität München, Messe München,
Capri-Sun, BSH, AB InBev / Beck's, Ledvance, Playboy and Ravensburger

- Overall project management and strategic consultancy
- Account management in cooperation with other Serviceplan business units
- Preparation and moderation of customer meetings and workshops

- Development of campaign's strategic and creative concepts
- Implementation management with external production partners
- Resource, quality and budget planning & controlling
- New business and award ideas development
- Account management team leadership



March 2014 – March 2015

MAN Truck & Bus

Manager, Corporate Communications (temporary maternity leave contract)

- "100 Years" campaign: project management, concept and execution
- C-level global management communication
- Production plants and countries communication
- Management of external suppliers



September 2012 – December 2013

Ketchum Pleon (Omnicom Group)

Junior Consultant, Corporate Communications (temporary contract)

- MarComm strategy and materials production for a BMW international sales program roll-out
- Client consulting and project management for rollout in the European dealerships
- Cooperation with external suppliers



Formal education (including languages)

2011 – 2012
Fundacao Getúlio Vargas
Marketing MBA

1998 – 2002
Fundacao Armando Álvares Penteado
Business Administration Bachelor

Portuguese: native | English: proficient | German: fluent | Spanish: advanced

➔ For further information, such as detailed asks per job, work experiences in Brazil, certificates, recommendations, etc., please refer to my [LinkedIn](#).