



Jeferson L. Cocate

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

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Recognitions



Clients selection



CANYON



BOSCH



ABInBev

VIENNA
NOW • FOREVER

Working style



November 2022 – Current

KMS TEAM

Account Director

Canyon, Alps Alpine, XL2

- Digital brand experience
- Strategy and Design
- Project Mgmt

Cases to follow

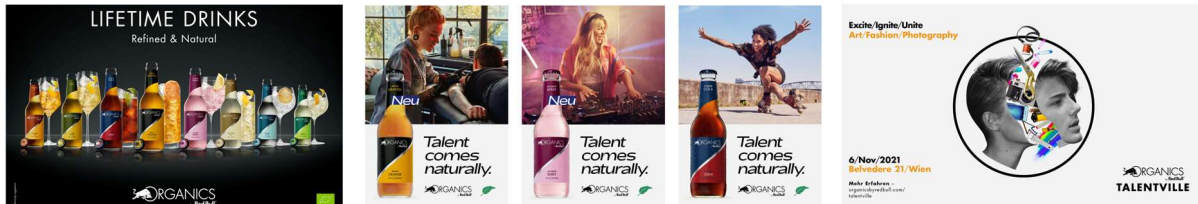
June 2021 – July 2022

Virtue Worldwide (Vice Media Group)

Key Account Manager

The ORGANICS by Red Bull

- Strategy & brand consultancy
- Master assets for international roll-outs
- Execution of local campaigns for the DACH markets



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



MAN Truck & Bus (VW Group)

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