

DALTRO SANCHES COUTINHO

Senior Brand Strategist

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PROFESSIONAL SUMMARY

Senior brand strategist with eight years in branding and 15 years across marketing and communications, contributing to **60+ projects**. Specialized in research-led brand positioning, brand architecture and verbal identity across agribusiness, education, financial services, technology and digital businesses. Experienced in building research frameworks, conducting stakeholder interviews, synthesizing qualitative research and survey findings, developing strategic narratives and presenting recommendations to clients and multidisciplinary teams. Full professional proficiency in English.

CORE EXPERTISE

STRATEGY | Brand strategy & planning | Brand positioning | Brand architecture | Strategic implementation

RESEARCH & INSIGHTS | Qualitative research | Survey synthesis | Competitor & trend analysis | Stakeholder management

WRITING & FACILITATION | Strategic & creative briefs | Verbal identity | Workshops | Brand training | Executive presentations

PROFESSIONAL EXPERIENCE

SALCIO

Sep 2022 - Present

Founder & Lead Brand Strategist | *Independent brand strategy and verbal identity practice | Jundiai, Brazil*

- **Project leadership:** Lead end-to-end positioning, brand architecture and verbal identity engagements, from research frameworks, desk research and stakeholder interviews to synthesis, strategic and creative briefs, workshops, training and implementation guidance. Manage scopes, proposals and executive presentations, translating evidence and business goals into clear direction for communication and creative partners.
- **Grupo Wehrmann:** Led five projects between 2023 and 2025, with research involving 200+ stakeholders through individual interviews and facilitated group sessions. The implemented architecture removed redundant brands, clarified portfolio roles and simplified recurring processes and costs.
- **O Novo Mercado:** Led brand strategy and verbal identity in a five-month engagement. Research included approximately 90 internal stakeholders and segmented online student surveys. Developed the Content, Community and Job Market framework, later adopted in the brand's communication.
- **Aleris Nutrition:** Led research, strategy and verbal identity from Jun 2025 to May 2026, involving approximately 80 employees and international audiences. Conducted interviews in English with clients and distributors, positioning the company's pioneering use of AI and Big Data in animal nutrition.

SEBASTIANY BRANDING

Jan 2019 - Jul 2026

Brand Strategist | Long-term Freelance Consultant | *Continuous collaboration with the boutique led by Guilherme Sebastiany*

- **Research and diagnosis:** Contributed to approximately 30 projects, leading desk research, competitor and trend analysis, and sharing stakeholder interviews with the founder.
- **Strategy and facilitation:** Co-developed positioning, brand architectures and strategic narratives, with primary responsibility for structuring and writing deliverables. Co-facilitated workshops and led brand training for internal teams and partner agencies.

SELECTED WORK AT SEBASTIANY BRANDING

- **UniFTC:** Contributed to the repositioning and portfolio architecture informed by research across 14 campuses and multiple cities. Co-developed the unification strategy, name change and positioning, and served as the primary writer of strategic and creative deliverables, including the brand manifesto.
- **Cocamar:** Co-developed a brand architecture plan based on a complete inventory of 140+ brands, guiding a more monolithic structure and defining the strategic role of each brand in the portfolio.
- **Cidade do Conhecimento / SATC:** Contributed to the place branding concept for an innovation district in Criciúma, collaborating with Israeli partners; interviews and key deliverables were conducted in English.

Other projects: Grafica Goncalves, Equals, Fertibom, InMetrics, ICTS, World Wine and Tuberfil.

ADDITIONAL EXPERIENCE

QUESTTONO MANYONE

Jan 2022 - Nov 2022

Brand Strategist | Project-based Consultant | *Dedicated engagement for Grupo Pardini | Sao Paulo, Brazil*

- Contributed to a brand portfolio architecture project through research, stakeholder interviews, facilitated group sessions and development of strategic recommendations.

DALTRO COUTINHO

Oct 2017 - Sep 2022

Independent Personal Brand Strategist | *Jundiaí, Brazil*

- Led brand diagnosis, positioning and personal brand strategy engagements for entrepreneurs, specialists and independent professionals.

ALURA ONLINE COURSES

Jan 2019 - Jan 2021

External Instructor | *Online education*

- Taught online courses on digital marketing, social media and branding.

QUALYDADEVIDA

Sep 2014 - Sep 2017

Marketing Analyst | *Recife, Brazil*

- Managed digital media campaigns across Google Ads, Bing Ads, Facebook Ads, native media and online portals, monitoring KPIs and running A/B tests to improve conversion.
- Coordinated a multidisciplinary team of designers, developers and copywriters and oversaw digital content and asset production.

EDUCATION

UNIVERSIDADE PAULISTA - UNIP

2010 - 2012

Technology Degree in Graphic Design (Visual Communication)

PROFESSIONAL DEVELOPMENT

ESPM - Branding: Concepts and Practices | **BRANDSTER** - Branding Program: Brand Building, Differentiation, Positioning and Management | **MAM** - Design and Branding

LANGUAGES

Portuguese: Native | **English:** Full professional proficiency - stakeholder interviews, workshops and strategic presentations