Victor dos Santos

lab.victorkq@gmail.com
linkedin.com/in/victorkq

PORTFOLIO & CASE STUDIES
santosco.vercel.app

Visual Designer • Creative Strategist • Digital Marketing.
Turning complex ideas and briefs into clear, engaging visual content across social, web, editorial, and digital campaigns.

PROFESSIONAL SUMMARY

Multidisciplinary visual designer and digital marketer with extensive experience creating editorial, social, web, and brand-focused creative for international audiences and multiple client accounts. Skilled at translating complex topics, written briefs, research, and business concepts into clear, engaging visual content across LinkedIn, social media, websites, and digital campaigns. Experienced with Figma, Adobe Illustrator, Photoshop, Canva, visual storytelling, brand systems, information design, and AI-assisted creative workflows. Combines hands-on design execution with content strategy, strong marketing judgment, and the ability to independently take projects from brief through final delivery.

- VISUAL & EDITORIAL DESIGN
  Visual Design · Editorial Design · Information Design · Social Media Design · Visual Storytelling · Typography · Composition · Brand Systems
- DESIGN & CREATIVE TOOLS
  Figma · Adobe Illustrator · Adobe Photoshop · Canva · CapCut · AI-Assisted Design · Image Generation · Creative Prototyping
- CONTENT & DIGITAL
  LinkedIn Content · Social Content Strategy · Infographics · Web Design · UI/UX · Content Strategy · Creative Direction · Copywriting
- CREATIVE OPERATIONS
  Creative Briefing · Project Ownership · Client Communication · Multi-Account Management · Brand Consistency · Workflow Design · AI Workflows · Cross-Functional Collaboration

EXPERIENCE

MARKETING & OPERATIONS LEAD

The Jana Caudill Team | 2025 - Current

- Own creative and marketing execution across two U.S. regional brands, producing and coordinating social, email, web, print, event, and campaign assets.
- Manage projects from brief and concept through design, stakeholder review, revisions, launch, and performance analysis.
- Maintain brand consistency across a high-volume marketing operation supporting approximately 1,700 assets annually.
- Create and coordinate social graphics, short-form content, newsletters, landing pages, website content, print collateral, and campaign materials.
- Collaborate with leadership, sales teams, vendors, designers, content creators, and website partners while maintaining deadlines and creative standards.
- Use AI-assisted workflows for research, creative ideation, content development, reporting, and recurring production tasks.

MARKETING LEAD

The Brazilian Report | 2024 - 2026

- Led cross-functional creative and digital initiatives spanning social content, editorial design, websites, newsletters, audience growth, and digital campaigns for an international English-language publication.
- Translated complex reporting, research, data, and business topics into clear visual stories and platform-native content for executives, investors, founders, and policymakers.
- Developed repeatable visual and content systems supporting a publishing operation producing approximately 100 pieces of content per month while maintaining brand consistency across channels.
- Helped scale LinkedIn from 2,236 to 17,942 followers while building an owned LinkedIn newsletter audience of 7,400+ subscribers.
- Designed and supported digital experiences across the company's website, subscription ecosystem, social channels, and audience touchpoints, combining visual design, UI/UX thinking, and marketing objectives.
- Built AI-assisted workflows for research, concept development, content repurposing, production, and quality control.

SOCIAL MEDIA & MARKETING SPECIALIST

The Brazilian Report | 2023 - 2024

- Hired to manage social media; expanded within the first year into visual design, web/UI, content strategy, newsletters, and broader digital marketing.
- Created editorial and platform-native visual content across LinkedIn and 10+ social and digital channels for an international audience.
- Rebuilt the LinkedIn content system in late 2023; the audience tripled over the following eight months and ultimately grew 8× across tenure.
- Developed reusable social templates, visual systems, graphics, web assets, and content formats designed for high-volume publishing.
- Worked closely with editorial teams to translate reporting, research, and complex subjects into accessible written and visual content.

DIGITAL MARKETING & VISUAL DESIGNER

359 Agência | 2022 - 2023

- Managed creative and digital work across approximately 10 concurrent client accounts spanning multiple industries.
- Translated client requirements and briefs into social graphics, branded digital assets, website concepts, and campaign materials.
- Developed brand identities, digital assets, website structures, and reusable visual systems for client use.
- Managed projects from briefing through concepts, revisions, client feedback, and final delivery while balancing multiple brands and deadlines.
- Collaborated directly with clients to understand business needs and turn them into practical visual and digital solutions.

PROJECT DEVELOPMENT MANAGER

Architecture & Construction (Formatto / Meng) | 2018 - 2021

- Led multidisciplinary project delivery across architects, engineers, contractors, and clients, coordinating documentation, timelines, stakeholder communication, and execution across multiple concurrent construction projects.

SELECTED DESIGN & CREATIVE HIGHLIGHTS

• Grew an international publication's LinkedIn audience 8× while launching a 7,400+ subscriber LinkedIn newsletter.
• Built visual and content systems supporting approximately 100 pieces of published content per month.
• Manage creative and marketing operations supporting approximately 1,700 assets annually across two U.S. brands.
• Created social, editorial, web, email, brand, and digital assets across international and multi-client environments.
• Managed creative work across approximately 10 concurrent agency client accounts.
• Built AI-assisted creative workflows for research, ideation, production, repurposing, and quality control.

EDUCATION & CERTIFICATIONS

DESIGN

- Figma Essential (EBAC - Escola Britânica de Artes Criativas e Tecnologia - 2022)

DEVELOPMENT & WEB DESIGN

- Responsive Web Design (freeCodeCamp, 2023)
- Trilha Digital | Coders 24 | Front End (Ada Tech, 2023)

AI & MACHINE LEARNING

- Machine Learning/AI Engineer (Codecademy, 2024 - In Progress)
- Data & Programming Foundations for AI (Codecademy, 2024 - In Progress)
- Learn Prompt Engineering (Codecademy, 2024)
- Intro to Large Language Models (LLMs) (Codecademy, 2024)
- Intro to Generative AI (Codecademy, 2024)

MARKETING

- Digital Marketing (University of São Paulo, 2020)