EDUARDO (DU) TEIXEIRA

Head of Strategy & Creative | Brand, Content & Partnerships across Gaming, Entertainment and Culture

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SUMMARY

Head of Strategy & Creative with 16 years across advertising agencies, brands and esports organizations. Builds strategy from inside the community, where brands actually have to convert, and turns it into brand platforms, content and commercial partnerships. At MRM and Dentsu, led the repositioning of LATAM Airlines and Intel's entry into Twitch Brazil. At LOUD, designed the activation strategy for the launch of the Netflix documentary "Baila, Vini" and structured over R$ 13 million (approx. US$ 2.4M) in sponsorships. International Emmy (2019), Effie Brazil (2022), Latin Effie (2024) and Effie Brazil 2026 juror.

EXPERIENCE

Black Dragons (Grupo Dreamers) | Head of Strategy & Creative — Feb 2026 to present

Owns all communication and brand identity for the organization, reporting to the COO and the CEO. Leads a direct team of 4 across strategy, creative, social, partnerships, commercial projects and community.

- Conceived and ran the Bauducco Challenge end to end within Garena's Bauducco x Free Fire activation: strategy, announcement, registration and a 100-team tournament, BD and influencer content, live coverage on match days and direction of the brand's agencies. 189 pieces of content, 2.1M impressions, 1.9M accounts reached and 3.3% engagement rate in 45 days, inside a custom map that drew 7.9M visits.
- Designed, with the creative team, Black Dragons' in-map placements and the brand placement brief that guided Bauducco's agency.
- Built the content operation from scratch (daily editorial and publishing rituals, social frameworks and community feedback loops) and the organization's commercial project model.
- Leads commercial proposals currently in negotiation with brands such as NordVPN, Huggies, Mercado Livre and EA Sports, from audience diagnosis to investment model.

LOUD | Sr. Creative Strategist — Mar 2025 to Jan 2026

Brand strategy and commercial partnerships, connecting sponsors to LOUD's content, audience and influence ecosystem, from pitch to measurement.

- Designed the strategic proposals that signed H2Bet as master sponsor (R$ 9M) and renewed Snickers for a third year (R$ 4.5M), including the LOUD SNKS Free Fire team project.
- Designed LOUD's activation strategy for the launch of "Baila, Vini" (Netflix), putting the documentary on the jerseys of the LoL, Free Fire and Rainbow Six rosters during official broadcasts: 2.6M live views, 3M impressions, 678K views and 600K interactions across 52 posts, and R$ 236K in measured brand valuation (Blinkfire).
- Created the format and led the execution of the LOUD Clash Cup (Supercell): 41.1M reach, 82.4M impressions and a 45K peak audience.
- Developed measurement frameworks and brand impact models, turning KPIs and social listening into recommendations for sponsors and internal teams.

Independent consulting and projects | Strategy & Insights — Dec 2023 to Mar 2025

Consumer Insights Manager at Hibou (Apr to Oct 2024), leading a global exploratory research project for Volvo across 50+ countries and projects for Seara, Dasa and Roomo, with social listening and segmentation across LATAM (Brandwatch, Sprout Social, GWI). Freelance strategic planning for MullenLowe Brazil on Dove and Rexona (Unilever).

MRM Brasil (McCann Worldgroup) | Strategy & Content Director — May 2022 to Dec 2023

Led a 17-person multidisciplinary team (strategic planning, content and CRM) for LATAM Airlines and LATAM Pass, accountable for brand and content strategy across every channel.

- Drove LATAM Airlines' "Without Frontiers" repositioning, recognized with a Latin Effie 2024 (Sustained Success).
- Headed, alongside the sales leadership, the Big Brother Brasil 23 Mega Promo, LATAM's largest sales campaign ever: 42M impacts, +123% LATAM Pass sign-ups, +90% redemptions, the #1 brand in Google searches and the best sales performance since 2016.
- Launched @latambrasil on Instagram from zero: 290K followers in under a year, an average of 7K engagements per post and an 86% brand health score.
- Managed creator and influencer partnerships end to end and built the account's measurement frameworks using Meta Insights, Google Trends and SEMrush.

Dentsu International | Brand Strategy Manager Jul 2018 to May 2022

Dentsu Gaming Brazil Lead from Dec 2021 to May 2022. Strategic planning for Intel, Microsoft Xbox, Nissin, Netflix, Subway, Canon, Ajinomoto and United Airlines, with a team of 3.

- Positioned Intel as Twitch Brazil's first major commercial partner ("Up Your Setup"): 30K+ live viewers, 28M impressions and 22M complete views.
- Led the strategy for "Hack the City" (Intel with FOX and National Geographic): International Emmy 2019 for Short Series, 33M impacts and 42M YouTube views.
- Built Nissin's long-term strategy, recognized with an Effie Brazil 2022 (Long-Term Effectiveness): Rock in Noodles at Rock in Rio, a sweet-flavor line launched from social listening insights and a gameplay campaign with streamers.
- Localized global campaigns for Brazilian audiences and facilitated client-agency workshops that turned business challenges into strategic direction.

Earlier career | Account Management & Planning 2011 to 2018

Ogilvy Brazil, Momentum Worldwide, RAPP, Grupo Rái, Dim&Canzian and RockerHeads, working on Bradesco, Microsoft, Nestlé, Vivo, Itaú, Nespresso and DASA.

AWARDS & RECOGNITION

- International Emmy Awards 2019, Short Series, Intel "Hack the City"
- Effie Awards Brazil 2022, Long-Term Effectiveness, Nissin
- Latin Effie Awards 2024, Sustained Success, LATAM Airlines
- Juror, Effie Awards Brazil 2026

EDUCATION & CERTIFICATIONS

Bachelor's in Advertising and Marketing, Mackenzie Presbyterian University, São Paulo (2006 to 2010)

Meta Certified Creative Strategy Professional (2019) · Strategic Planning Program, Miami Ad School (2014)

LANGUAGES & TOOLS

Portuguese (native) · English (fluent) · Spanish (intermediate)

Brandwatch, Sprout Social, GWI, Blinkfire, Meta Business Suite, Google Analytics, SEMrush, Power BI, Tableau