M. Henrique Lopes (MH)

MARKETING SUPERVISOR | GRAPHIC DESIGNER | BRANDING | AI

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Marketing and design professional with 5+ years of experience creating visual solutions, building brands, leading digital communications and managing projects. Currently a Marketing Supervisor at Grupo TBX, focused on team leadership, workflow organization, prioritization and strategic decision-making. Combines creativity, analytical thinking and AI applied to design and marketing to accelerate processes, strengthen brands and deliver consistent results.

5+ years of experience · 4 companies · 47 skills · 8 services · 2 languages

LEADERSHIP IMPACT

- Supervises marketing at Grupo TBX, strengthening brands and organizing the team's priorities, workflows and delivery.
- Develops campaigns, visual identities, key visuals and materials for point of sale, social media, e-commerce, trade shows and events.
- Applies AI to prototyping, ideation and task automation, increasing productivity and creative quality.
- Works end to end across graphic design, motion, video editing, UX/UI, web design and digital communications.

WORK EXPERIENCE

Grupo TBX | Marketing Supervisor | Jan 2026 - Present

Leads marketing in an industrial group, connecting strategy, creativity and performance to strengthen brands and improve processes.

- Supervises the function, supporting the team through leadership, workflow organization, demand prioritization and strategic decision-making.
- Brings creativity, strategy and performance together to strengthen brands and deliver consistent impact.
- Promoted internally after working as a mid-level Graphic Designer from Sep 2025 to Jan 2026.

Marketeria | Graphic Designer | Mar 2023 - Sep 2025

Worked across campaigns, branding, content, visual communications and audiovisual production for multiple channels.

- Developed and executed advertising campaigns, marketing strategies and content production.
- Created brands, institutional key visuals, and marketing and internal communications campaigns.
- Produced online and offline materials for point of sale, social media and e-commerce, as well as copywriting, video and motion design.
- Developed communications for trade shows and events using Adobe Creative Cloud, Figma and Google Slides.

Magica Comunicação | Graphic Designer | Sep 2022 - Mar 2023

Graphic design for online and offline communications, campaigns and promotional materials.

- Created and adapted graphic materials aligned with each brand's identity and audience.
- Developed videos and promotional materials for charitable campaigns, with a focus on clarity and engagement.
- Prepared final artwork, making projects ready for print production at the required quality level.

Agência Monograma | Graphic Designer | Sep 2021 - Aug 2022

Visual production for social media, print and internal communications for clients across multiple segments.

- Created custom visual materials for social media and content tailored to different audiences.
- Prepared print-ready files, laid out magazine advertisements and created internal communications campaigns.
- Edited social media videos that communicated messages clearly and engagingly.

BEYOND THE DAY JOB

- Pursuing a Bachelor's degree in Digital Design Engineering, combining programming, design, technology, UX/UI and digital innovation.
- Cross-functional practice across marketing, branding, visual design, video, web and communications for different audiences and channels.
- Ongoing interest in AI applied to creative work, productivity and digital solution development.

EDUCATION AND CERTIFICATIONS

- Centro Universitário UniFatecie | Bachelor's degree in Digital Design Engineering | Oct 2024 - Oct 2028.
- Green Digital Certificate 1.0 | INCO Academy | Dec 2024.
- II CONFATECIE - Artificial Intelligence and the Future of Professions | Centro Universitário UniFatecie | Nov 2024.

EXPERTISE

Graphic design · Marketing · Strategy · Project management · Branding · Visual communications · Digital communications · UX/UI · Brand design · Logo design · Visual design · Motion design · Video editing · Illustration · Web design · WordPress · Figma · Photoshop · Artificial intelligence · Strategic management

LANGUAGES

Portuguese | Native English | Intermediate