



Felipe Flausino

Creative & Brand Strategy Director

Belo Horizonte · Brazil felipe@amum.com.br linkedin.com/in/felipeflausino/



professional summary

I direct creative and brand strategy through a systems perspective shaped by Communications, Law and Financial Markets, together with psychoanalysis, anthropology, semiotics, behavior, consumption and AI. For nearly five years, I served on doBrasil's strategic board, led Strategy, Creative and Marketing, and drove the repositioning that accompanied the highest revenue in its history and the Agency of the Year title at Prêmio Live. At Tauá, my work during the pandemic contributed to one of the chain's highest-revenue years and earned an Adrian Award in Crisis Communications / Management. Today, at amum, I use AI as cognitive extension and infrastructure — from research to functional prototype — while keeping judgment and decision-making human.

main experience

Strategy that *takes form.*

Director of Strategy, Creative & Innovation

May 2026 – present

amum · strategic branding consultancy · founder

- Leads brand strategy and creative direction for companies adapting to a new cultural and technological paradigm; develops proprietary methodologies and AI-driven systems.
- Directs the design, scope and launch of digital products that turn strategic concepts into working software.
- Shortens the cycle between idea and functional prototype, validating strategy as product before major resources are committed.

Director of Strategy, Marketing & Creative

Aug 2021 – May 2026

doBrasil Live Marketing · strategic board member

- Led Strategic Planning, Creative and Marketing for experiential campaigns and brand activations for AMBEV, Stellantis, CEMIG, Grupo Fleury, Multiplan and Blip.
- Drove the company-wide repositioning that accompanied the highest revenue in 23 years and the Agency of the Year title at Prêmio Live.
- Built and trained teams around a proprietary creative method — debruça, debate, descobre — and created Mente Coletiva, embedding generative AI into creative workflows.

capabilities

fields of practice

Strategy & creative

Brand strategy · Positioning · Creative direction · Brand experience · Integrated campaigns · Storytelling · Creative team leadership

AI & product

Generative AI in creative work · AI-assisted development · Digital product direction · Proprietary methodologies

Foundations

Law and Brazilian Bar · Financial markets · Psychoanalysis · Semiotics · Consumer anthropology

Languages

Portuguese · native

English · full professional

“Technology structures.
Human judgment decides.”

working principle · amum

earlier experience

Rigor, media and *investigation.*

Brand Strategist

Tauá Hotels & Resorts

Mar – Aug 2021

- Owned brand strategy during the pandemic, aligning communications, reputation and business goals.
- The strategy contributed to one of the highest revenue years in the chain's history and earned an Adrian Award in Crisis Communications / Management.

Creative Planner

Lápis Raro

Apr 2019 – Mar 2021

- Developed brand strategies and advertising campaigns for Unimed, CBMM, AMBEV, Drogaria Araujo and FIEMG.
- Led market and trend analysis, opportunity mapping and integrated planning with multidisciplinary teams.

Attorney & Legal Advisor

BH City Attorney's Office • Minas Gerais Court of Appeals • Sette Câmara e Rolim Viotti

Jul 2013 – May 2018

- Advised appellate judges and legal directors on high-complexity decisions across civil, corporate, tax, bankruptcy, public and administrative law.
- Drafted technical opinions on public-works procurement processes.

Media Manager

Impacto Comunicação

Aug 2007 – Jul 2013

- Planned and executed media strategy for MRV Engenharia, LOG CP and Intermedium — now Banco Inter — during high-growth years.
- Coordinated budgets, creative, production and performance analysis to maximize reach and efficiency.

Research Fellow • Undergraduate Research

Centro Universitário UNA

Sep 2014 – Aug 2015

- Researched bankruptcy crimes in "Preferential Bankruptcy and the State of Necessity," resulting in a published article.

Exchange Intern

Office Depot • San Jose, California

Jul – Oct 2008

- Logistics route planning and customer relations in an international work environment.

education

academic background

Artificial Intelligence

Executive Education • University of Chicago • 2023

Jacques Lacan & Psychoanalysis

Seminar • University of São Paulo • 2019

MBA, Financial Markets

Centro Universitário UNA • 2017

Bachelor of Laws, LL.B.

Centro Universitário UNA • 2016

B.A., Advertising

Centro Universitário UNA • 2010

awards & recognition

collective achievements

Agency of the Year

Prêmio Live • doBrasil • 32 nominations across 20 categories

Adrian Award

Crisis Communications / Management • HSMAI • Tauá Hotels & Resorts

Aberje, BEX & AMPRO

Recognition in experiential and large-scale event categories

Co-author

Direitos Humanos: Dilemas e Perspectivas • Vol. 2

publications

selected articles

- How to Build a Humanized Chatbot
- Preferential Bankruptcy and the State of Necessity
- Financing Companies Under Judicial Reorganization Through FIDCs
- Criminal Liability in Large Corporations