**Marcelo Nandi**

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**SUMMARY**

Experienced Senior Project Manager with over 10 years of expertise with a focus on brand management. A strategic thinker with a proven track record of streamlining operations for consistent and successful global brand activations.

**SKILLS**

• Project Management

• Strategic Planning

• Risk Management

• Vendor Management

• Quality Assurance

• Brand Standards

• Brand Implementation

• Performance Improvement

**PROFESSIONAL EXPERIENCE**

**Senior Signage Manager - Branding 10/2023 to Present**

**Mavis Tires – New York, NY**

• Responsible for all remodels, new stores and special projects branding

• Lead RFPs process, budget forecast, vendors management, proposals and invoices analysis/processing

• Worked on multiple projects across different regions to implement Mavis branding elements while adhering to tight deadlines

• Updated internal and external processes to streamline the project planning, management and optimize the resources utilization

**Senior Project Manager - Signage and Branding 01/2023 to 10/2023**

**CBRE – New York, NY**

• Managed all aspects of project planning and implementation

• Worked on 5 new restaurants branding implementation; from planning and conceptual design throughout identity development, signage prototyping, quality assurance and implementation management

• Worked with cross-functional teams to ensure that the design intent meets budget and timeline

**Project Manager – Brand, Signage, and Wayfinding 04/2020 to 12/2022**

**Hines @ Meta – New York, NY**

• Responsible for planning, design, and implementation of Meta’s offices visual communication including signage, wayfinding and cafe branding of 14 locations across US, Canada and Latin America

• Created reports and presented results to showcase challenges, team accomplishments, and lessons learned

• Responsible for vendor vetting, contract negotiations and budget management

**Global Brand Implementation and Project Manager 05/2016 to 11/2019**

**WEWORK Management LLC – New York, NY**

• Created wework’s sign family to ensure consistent brand implementation globally

• Designed and developed operating processes for implementing wework’s brand while managing bidding process, budget, and SOW creation

• Partnered with Real Estate, Design, Sales, and Marketing teams to identify and execute on brand initiatives

**Project Manager 03/2015 to 05/2016**

**Harkess-Ord – New York, NY**

• Coordinated and implemented complex and multi-site brand implementation projects

• Developed implementation methodologies to rein in project costs while meeting key milestones

• Determined and implemented safe, efficient, and cost-effective solutions

• Conducted in-store analysis and implementation of retail signage/displays

**Account Supervisor 11/2013 to 12/2013**

**Spike DDB – New York, NY**

• Assisted with development of strategies for new business pitch

• Assisted in the development of persuasive summary and recommendation documents for presentation to client and agency decision-makers

**Advertising Manager & Sales 11/2005 to 03/2009**

**BSB Flama Corretora De Seguros – Brasília, DF**

• Worked with company executives on new business opportunities

• Increased client awareness and sales by developing/implementing marketing collateral, presentations, point of purchase materials, newsletters

• Generated insurance sales

**ADDITIONAL WORK HISTORY**

**Reservation Sales Agent/Club 5C Concierge Comp 09/2014 to 03/2015**

Relais & Chateaux – New York, NY

**Freelancer 11/2013 to 12/2013**

LLOYD – New York, NY

**Owner 04/2009 to 08/2013**

Let's Walk Together – New York, NY

**LANGUAGE SKILLS**

• Brazilian Portuguese: Native

• English: Fluent

• Spanish: Conversational