

Caio Gabriel Pianezzer

Graphic Designer | E-commerce | Digital Marketing | Social Media

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PROFESSIONAL SUMMARY

Graphic Designer with professional experience since 2021 across e-commerce, digital marketing, content, social media, SEO, email marketing, influencer marketing, customer support, and operations. Combines a creative and commercial perspective with hands-on experience managing online stores, campaigns, product catalogs, and digital content. Advanced English and experience working with remote teams and digital tools.

CORE SKILLS

Graphic Design and Digital Content | E-commerce Management | Digital Marketing | Social Media | SEO | Email Marketing and Automation | Influencer Marketing | Live Shopping | Product and Catalog Management | Campaign Execution | Analytics and Reporting | Customer Support | Operations and Logistics

TOOLS AND PLATFORMS

Adobe Photoshop | Adobe Illustrator | Figma | Canva | CapCut | RD Station | Dinamize | LiveSEO | Hotjar | Adobe Commerce (Magento) | Loja Integrada | Tray | WBuy | Bling | Tiny | Melhor Envio

PROFESSIONAL EXPERIENCE

E-commerce and Marketing Assistant - Irmãos Fischer S.A. Ind. e Com.

Apr 2024 - Sep 2026 | Brusque, Santa Catarina, Brazil

- Collaborated on the creative direction and production of seasonal e-commerce campaigns, including static and animated banners.
- Created and sent email marketing campaigns using responsive templates aligned with brand identity.
- Developed and updated landing pages in Magento (Page Builder), combining promotional products, content, and conversion elements with HTML, CSS, and JavaScript, supported by AI when needed.
- Independently managed RD Station email marketing and contributed to approximately 500% growth in revenue attributed to the channel.
- Supported influencer marketing strategy and execution, including creator prospecting, content alignment, contracts, logistics, delivery follow-up, and performance analysis.
- Monitored campaign and e-commerce performance, supported reporting, and identified opportunities for improvement.

E-commerce Assistant - Loop Kids & Teens

Aug 2021 - Apr 2024 | Brusque, Santa Catarina, Brazil | Hybrid

- Supported digital media and content for the brand's kids and teens online store, working daily with e-commerce platforms, marketplaces, and shipping/logistics routines.
- Handled e-commerce operations including product registration and review, order processing, and order fulfillment.
- Created social media content, monitored inventory, organized products, supported online customer service, and participated in live shopping initiatives.

EDUCATION

Graphic Design - UNIFEBE (Completed 2025)

Integrated Technical Program in Chemistry - Instituto Federal Catarinense

Advanced English Course - Big Ben Idiomas (6-year program; completed 2021)

LANGUAGES

Portuguese: Native | English: Advanced