

Sergio Mello

Marketing Manager

Key Skills: Expertise in Communications, Branding, Integrated Marketing, Accounts Management, Content Production, Events & Hospitality.

Software: Adobe CS, MS Office, WordPress, Figma, Fusion 360, Blender, Jira/Atlassian

Languages: Fluent in English, Portuguese and Spanish

Professional Summary:

As a seasoned marketing manager, I bring a rich blend of communications, creativity and technical skills to various product marketing projects. My journey in this field started in Brazil as a Broadcast TV video designer, later advancing in 3D graphics technologies with a B.A. in Advertising Graphic Design from AAU in San Francisco.

My career spans various innovative technologies, collaborative projects with outstanding people, and long-term business partnerships. In my diverse roles in Sales and Marketing, I've contributed to the growth of international startups like ElectroGIG (Netherlands) and Jaleo (Spain), and have played pivotal senior marketing roles in graphics system technologies at industry giants like PureDepth, SGI, and Apple. I've also led as an Executive Creative Director at marketing agencies such as RioPoint and Sentis Systems.

Career Milestones:

- Spearheaded MacOSX 3D graphics as Apple's Technology Manager and Developer Relations liaison.
- Supported Kaydara's 3D playback in QuickTime, which was later acquired by Autodesk.
- Managed NRE project to port Pixar's rendering engine to MacOS X.
- Pioneered ElectroGIG's 3DGO solid modeler in Latin America.
- Collaborated in the broadcast of the first digital virtual set aired on live TV.
- Pioneered Jaleo's revolutionary realtime NLE in Latin America.
- Briefed DOE and DOD on SGI's high-end visualization solutions.
- Managed dozens of accounts across diverse industries.
- Produced several sold-out music and comedy events.
- Created a PR campaign raising the company's market cap by 25M.

Professional Experience:

Executive Creative Director

Sentis Systems, San Francisco, CA (March 2008 – Present)

Lead creative strategist for a multi-channel marketing agency. Managed client accounts, team talent, and integrated campaigns. Responsibilities included UX/UI design, branding, app development. Notable clients: UCSF Health, TowerTours, UCSF Benioff Children's Hospital of Oakland.

Director of Marketing

PureDepth, Redwood City, CA (February 2007 – January 2008)

Directed corporate communications and product marketing initiatives, including digital and print media, trade shows, and live broadcast presentations (CNBC Power Lunch). Led a co-marketing PR campaign that significantly enhanced market capitalization.

Executive Director

RioPoint, San Francisco, CA (December 2003 – February 2007)

Managed a premier events production company, organizing large-scale events for the Brazilian and Latin communities. Oversaw cross-industry sponsorships and coordinated integrated marketing campaigns across multiple media channels.

Senior Product Manager

Silicon Graphics Inc., Mountain View, CA (May 2002 – October 2003)

Managed in-bound and out-bound marketing for 5 high-performance 3D data visualization systems, catering to key clients in Defense, Energy, Entertainment, Manufacturing, and Biotech industries.

Technology Marketing Manager, 3D Graphics

Apple, Cupertino, CA (May 2000 – May 2002)

Managed 3D graphics technology and applications, fostering an ecosystem of high-end graphics production tools. Key influencer in product strategy and evangelist for Mac OSX OpenGL 3D technologies. Liaison in special projects with the OpenGL Board, Kaydara, Autodesk and Pixar.

Volunteering:

Director of Marketing and Fund-Raising

NewsUpNOW.org, San Francisco, CA. (March 2020 - March 2022)

Responsible for driving viewership and fund-raising efforts for startup Broadcast News & Studio Productions Organization. Developed PR, branding and Wordpress publishing eco-system. New programming and website launch in Q4 2022.

Communications Secretary, CRBE

Brazilian Ministry of Foreign Relations, San Francisco, CA. (November 2010 – December 2012)

The CRBE represents around 3.5 million Brazilians abroad through a group of 32 elected officials. This initiative is crucial in shaping public policies for Brazilian emigrants and maintaining a strong connection with the homeland. As Communications Secretary, the role includes creating reports for the Ministry of Foreign Relations, overseeing weekly conference calls, and maintaining communications with global Brazilian communities through local representatives.

Education & Certifications:

2023 – Private Security Officer - Defencify - San Francisco, CA USA

2009 – Internet Marketing Master Certificate – University of San Francisco, CA, USA

1994 – UNIX System Administrator – SUN Microsystems, Los Altos, CA, USA

1992 – B.A. Graphic Design, Academy of Art University, San Francisco, CA, USA

1988 – Advanced ESL, Fairleigh Dickinson University, Rutherford, NJ, USA

Contact:

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Portfolio Website - LinkedIn Profile