

BRAND, PRODUCT & MARKETING

Barbara Alves

CREATIVE & MARKETING EXECUTIVE

Creative and marketing executive with 20 years of experience building brands, launching products and leading multidisciplinary teams. I connect business strategy with product positioning, design and go-to-market execution across AI, technology and consumer brands. My work includes new product development, global campaigns and investor materials supporting capital-raising efforts.

BIRA 91 X ICC PARTNERSHIP

Led the creative execution of Bira 91's global cricket partnership, creating a consistent brand experience across stadiums, broadcasts, digital channels, fan activations and branded products.



CLIENT
Bira 91

INDUSTRY
Beverage · Sports

SERVICES
Brand Strategy · Stadium Branding · Broadcast Graphics · Experiential Activations · Packaging

KEY RESULTS
167M viewers per game · 200+ countries

BIRA 91 X HOUSE OF THE DRAGON

Led creative direction for Bira 91's House of the Dragon product launch and campaign.



CLIENT
Bira 91

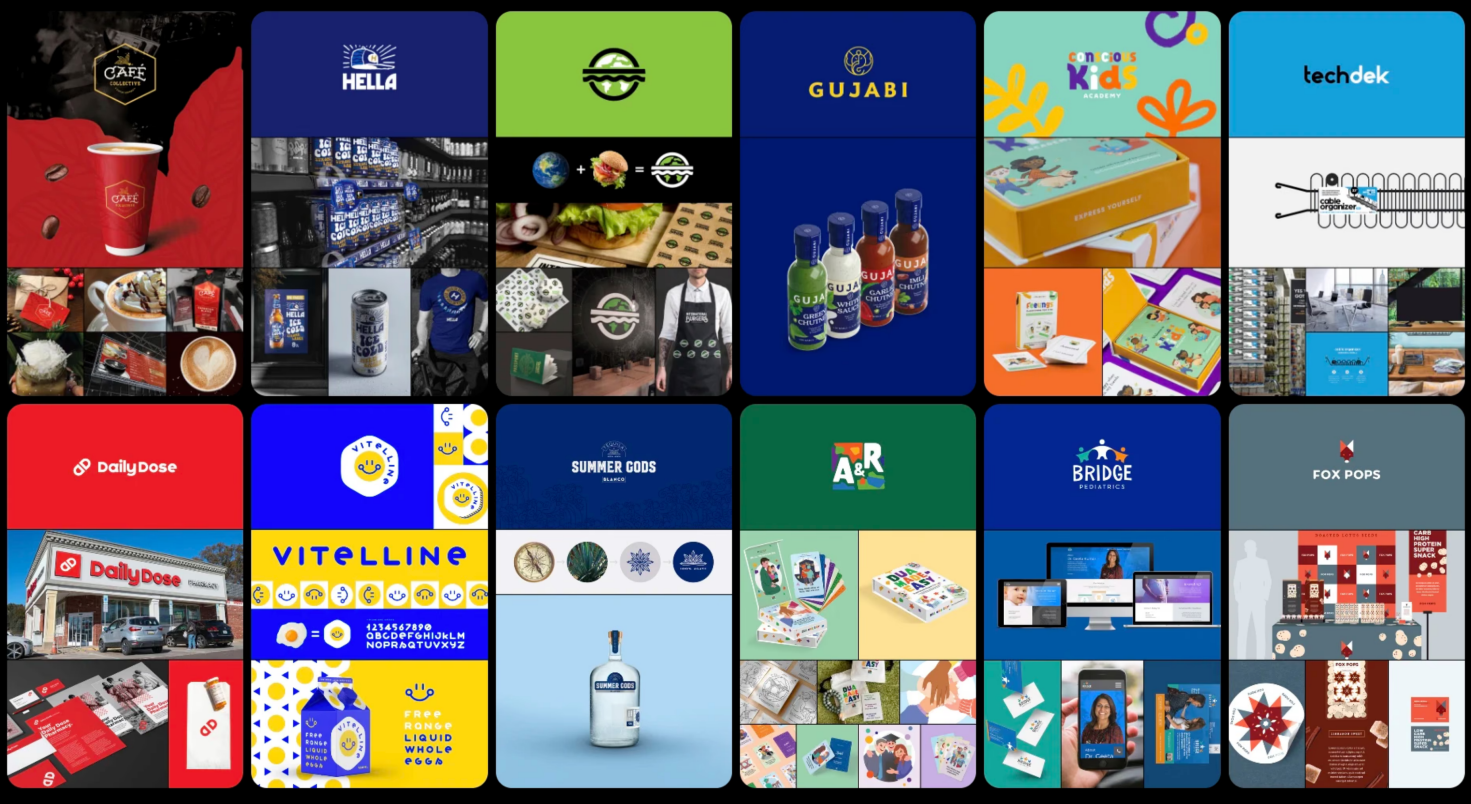
INDUSTRY
Beverage · Entertainment

SERVICES
Product Development · Packaging · Merchandising · POS Design · CGI Campaign

KEY RESULTS
Launched an exclusive co-branded beer, merchandise collection, retail displays, and digital campaign.

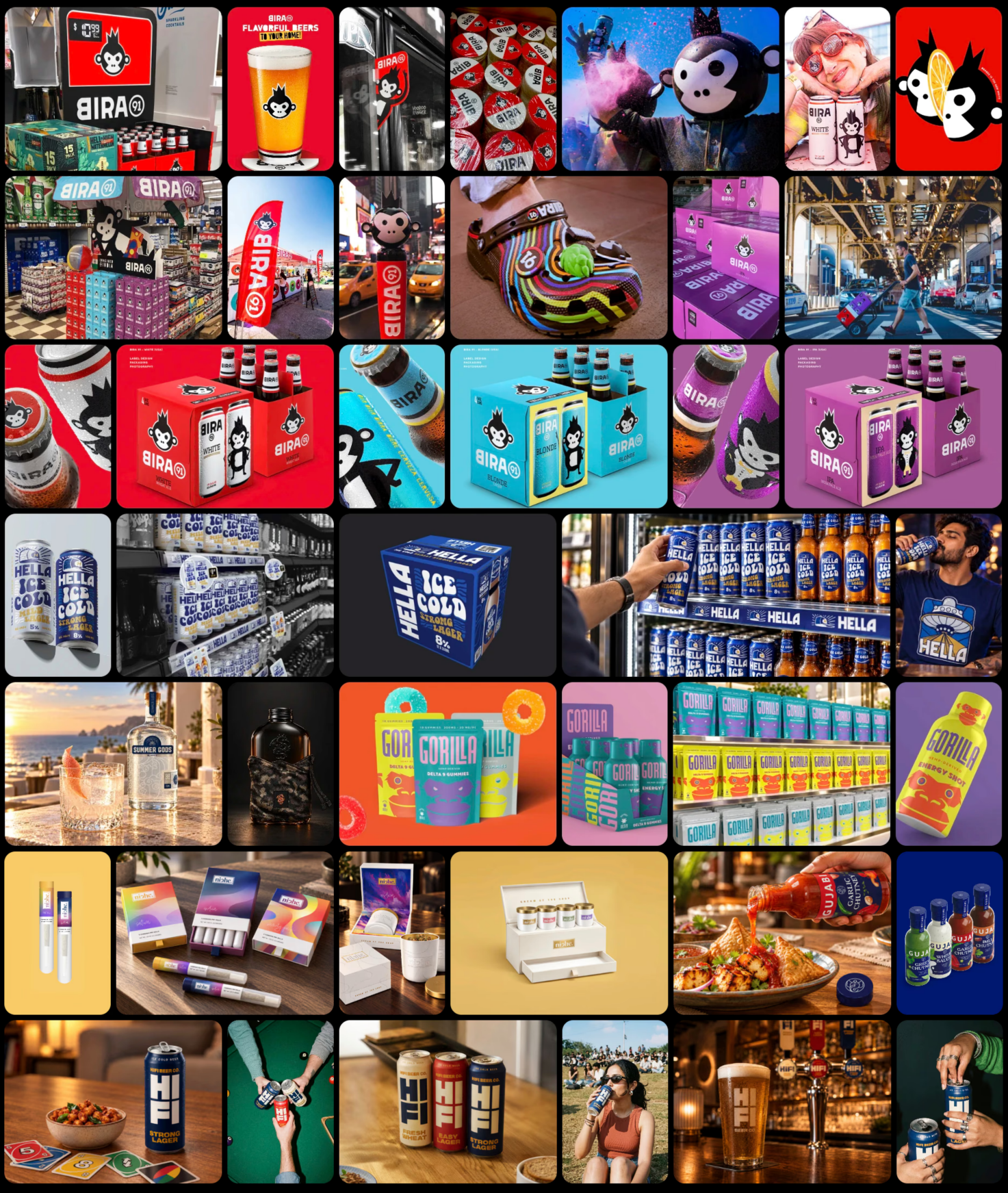
VISUAL IDENTITY

Cohesive visual identities that make brands recognizable, consistent and ready to grow.



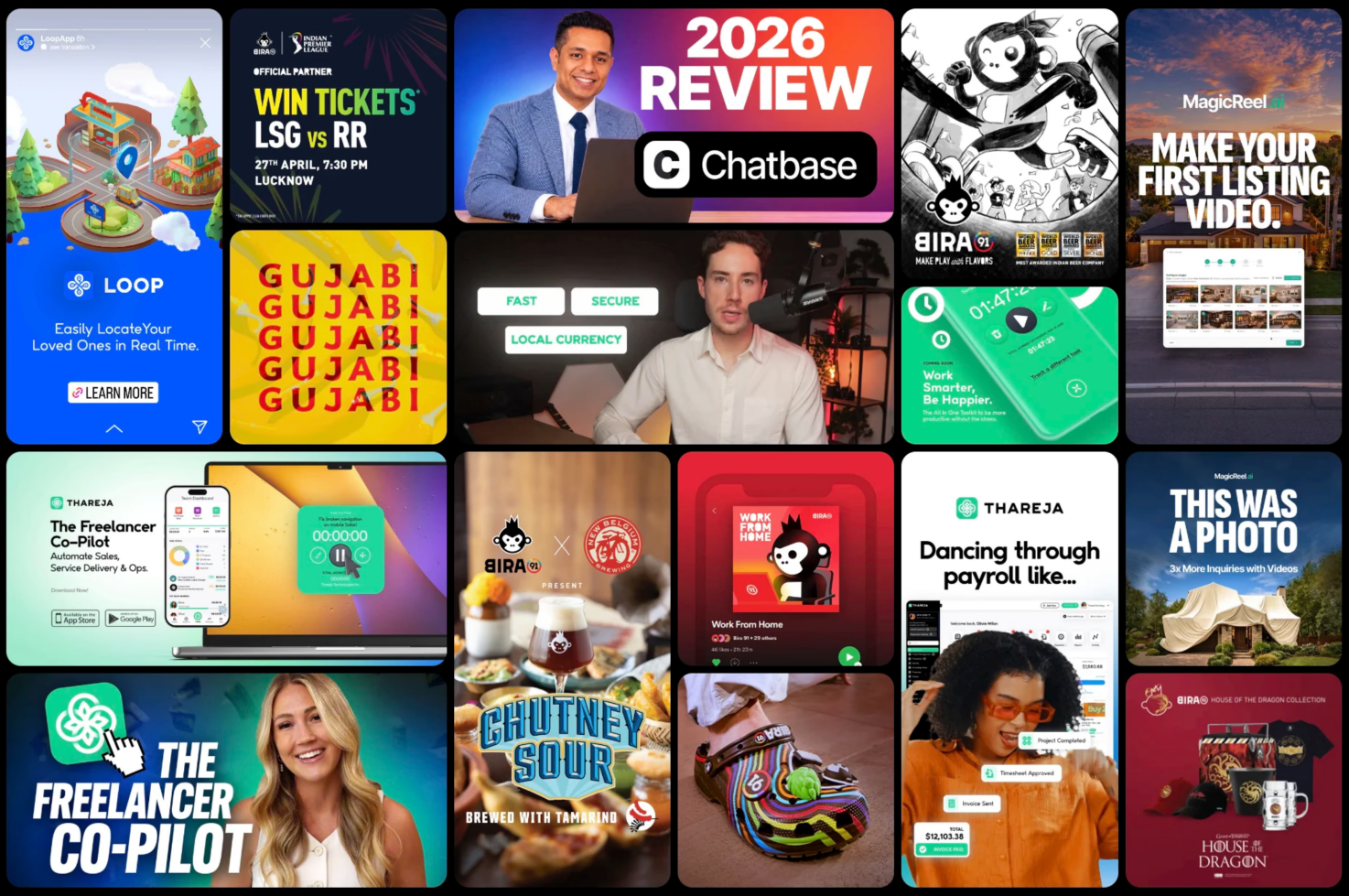
PACKAGING DESIGN

Packaging designed to earn attention, communicate clearly and perform across retail and digital channels.



SOCIAL & DIGITAL CONTENT

Flexible content systems for social media, advertising, email and ongoing campaigns.



PRESENTATIONS & SALES MATERIALS

Investor decks, sales presentations and collateral that make complex ideas easier to understand.

