

Bernardo Blom

B2B Marketing · Brand & Presentation Design

São José dos Campos, SP, Brazil | blomguim@icloud.com | linkedin.com/in/bernardo-blom | bernardoblom.com

PROFESSIONAL SUMMARY

Marketing and design professional with 8 years bridging B2B go-to-market, brand design and presentation design. Currently Top Senior Marketing Supervisor at CliftonLarsonAllen, leading go-to-market for two B2B SaaS products and designing the executive and sales decks the firm takes to market. Previously at Deloitte, standardizing brand identity across materials used by 100+ consultants and delivering high-exposure C-level presentations aligned with global positioning.

CORE SKILLS

B2B Marketing & Go-to-Market: Go-to-market strategy, B2B SaaS product marketing, demand generation, sales funnel design, conversion optimization, campaign management, event marketing, thought leadership, brand communication, landing page strategy.

Presentation & Deck Design: Executive and C-level presentations, sales and pitch decks, business and investor decks, institutional presentations, slide systems and master templates, data visualization and infographics, narrative structure and storytelling, bilingual deck production (English/Portuguese).

Design & Art Direction: Brand identity, visual identity systems, brand guidelines, design systems and component libraries, UX/UI design, web and landing page design, presentation and executive deck design, art direction, visual storytelling, editorial layout.

Tools: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Microsoft PowerPoint, Keynote, Google Slides, HTML, CSS.

Languages: Portuguese (native), English (professional working proficiency).

PROFESSIONAL EXPERIENCE

CliftonLarsonAllen (CLA) - São Paulo, Brazil - Hybrid

Top Senior Marketing Supervisor - Sep 2026 to Present

Marketing Analyst - Sep 2025 to Sep 2026 (promoted)

- Lead go-to-market strategy for two B2B SaaS products in HR and Finance, from positioning through launch assets.
- Build end-to-end acquisition and conversion funnels, covering landing pages, campaign assets and nurture touchpoints.
- Produce strategic marketing and brand communication materials used by firm leadership.
- Design the firm's institutional, business and investor presentations, including bilingual English/Portuguese decks supporting cross-border positioning.
- Design and run event marketing programs supporting pipeline generation.

Grupo Kaza - São José dos Campos, Brazil - On-site

Art Director & Marketing Analyst - Jul 2025 to Sep 2025

- Directed brand identity and visual storytelling for the group's expansion into the United States market.
- Produced brand guidelines to keep identity consistent across markets and touchpoints.

Tecnoly - Freelance / Advisory

Design Advisor - Jan 2024 to Jan 2026

- Advised on go-to-market strategy, brand positioning and visual identity for a B2B SaaS company.
- Company reached an exit valued at over R\$1.5M during the engagement.

Deloitte - São Paulo, Brazil - Hybrid

Marketing Analyst - Jan 2024 to May 2025

- Standardized brand identity across proposals and case materials used by more than 100 consultants.
- Designed and delivered high-exposure C-level and board presentations aligned with the firm's global positioning.
- Produced thought leadership and event design assets for national campaigns.

Agência V10 Digital - São José dos Campos, Brazil - Hybrid

Marketing Analyst - Oct 2023 to Jan 2024

- Led branding and creative direction for healthcare clients; managed paid traffic and social media campaigns.

abará mkt&tech - São José dos Campos, Brazil - On-site

Junior Marketing Analyst - May 2023 to Sep 2023

- Designed product interfaces and user experiences, from UX research through UI delivery.

Calino Produções - Volta Redonda, Brazil - On-site

Creative Assistant - Jan 2018 to Dec 2022

- Produced audiovisual content end to end: scriptwriting, video editing, post-production.

SELECTED CLIENTS & BRANDS

LATAM Airlines, Eletrobras, Principal Financial Group, Rumo, Vilmorin, Oakberry, COP30 Brasil, ESA Advogados, Stine.