

FABIO LIMA

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DIRECTOR OF MARKETING | BRAND STRATEGY | CREATIVE LEADERSHIP

I'm a marketing and brand leader who helps organizations understand their audience, clarify their message, and turn good ideas into work that connects. My background in filmmaking taught me how to find the heart of a story, while my experience in strategy, research, and business development helps make sure that story supports a larger goal. I'm equally comfortable shaping a campaign, leading a creative team, presenting to a client, or looking at budgets and performance to decide what comes next.

EXPERIENCE

Marketing Director / Brand Strategist

Key Ideas, Inc | San Antonio, TX

Jul 2021 - Present

- Lead brand, marketing, and content strategy across nonprofit and commercial sectors.
- Conduct audience, market, and competitor research to shape messaging, positioning, and campaigns.
- Direct integrated campaigns across video, web, SEO, social, paid media, print, and photography.
- Write scripts, website copy, proposals, case studies, reports, and pitch decks.
- Secured more than \$500,000 in contracts, including three \$150,000 retainers.
- Manage local and out-of-state projects, including teams, vendors, schedules, budgets, and delivery.
- Analyze costs, margins, performance, and opportunities to guide pricing and company strategy.
- Help lead EOS implementation, including target audiences, core focus, vision, and priorities.
- Earned a regional Emmy nomination for cinematography and editing.

Creative Producer / Filmmaker / Marketing Consultant

Freelance | Various Clients | San Antonio, TX

2015 - Present

- Directed and produced 100+ commercial, documentary, nonprofit, and branded projects.
- Manage projects from concept and budgeting through production and final delivery.
- Develop visual identities, brand stories, and content aligned with client goals.

Project Manager

Shelby Kennedy Foundation | San Antonio, TX

Jun 2015 - Nov 2021

- Managed registration and logistics for a national event with 1,300+ attendees.
- Directed testing, scoring, and data management for more than 5,000 contestants.
- Wrote competition questions, rules, procedures, and participant communications.
- Coordinated staff, vendors, volunteers, technology, and live event operations.

SKILLS

- **Marketing:** Strategy, Brand Positioning, Audience Research, Campaigns, Content, SEO, Social Media
- **Leadership:** Business Development, Client Presentations, Project Management, Budgeting, Profitability, EOS
- **Tools:** Google Analytics, Google Ads, Meta Ads, LinkedIn Ads, SEMrush, WordPress, Adobe Creative Suite
- **Languages:** English and Portuguese, fluent | Spanish, conversational

CERTIFICATIONS

Creative Advertising | ELVTR ([View Certificate](#))

Dec 2023

Google Ads Search | Google

Jul 2025

Google Analytics | Google

Aug 2025

HubSpot Email Marketing | HubSpot

Jul 2025

EDUCATION

University of Texas at San Antonio | *Bachelor of Business Administration in Accounting*

Dec 2016

McCombs School of Business, The University of Texas at Austin

Digital Marketing Certificate

Aug 2025