

Daniel Moura

690 SW 1st CT - apt 2510, Miami, FL 33130
Email: danielmoura.ci@gmail.com
Phone: (786) 838-5083
Open to Relocation

Education

Extension Course	2015	Marketing Strategy <i>University of California, Berkeley</i>
MBA	2011 - 2013	Master in Market Intelligence Thesis in Social Media for Market Intelligence <i>Administration Institute Foundation (FIA), Sao Paulo, Brazil</i>
	2011	Market Intelligence Diploma <i>Brazilian Market Intelligence Institute (IBRAMERC), Sao Paulo, Brazil</i>
Graduation	2004 - 2007	Bachelor's Degree in Social Science <i>São Paulo University (USP), Sao Paulo, BR</i>

Skills & Courses

Languages		Computer Skills	
English	Fluent	Microsoft Office	Advanced
Spanish	Fluent	Internet Tools	Advanced
Portuguese	Native	Data Base Tools	Advanced
Year	Course	Institute	
2015	SCIP Fundamental Certificate-Competitive intelligence	Strategic and Competitive Intelligence Professionals – Atlanta, GA	
2014 –2015	SCIP International Conference & Exhibition	Strategic and Competitive Intelligence Professionals – Orlando, FL	
2012	Business Intelligence Analysis – Apple case study workshop	IBRAMERC – Sao Paulo, BR	
2008	Cultural Exchange in London	Malvern House School, London, UK	

Professional Background

Oct 2013 – Jun 2015	Market Intelligence Analyst	<ul style="list-style-type: none">Coordinate the company's Market Intelligence Department.Aid Brazilian companies entering the North American market and American companies entering the Brazilian market with Strategic Consulting.Identify relevant areas of market research, such as best location of companies operate.Conduct research in order to provide information and
	Company name: Apex-Brasil, Miami, FL	
	Area: Governmental Trade Agency	

		<p>analysis about the US market, industry, competitors, target markets, import and export,</p> <ul style="list-style-type: none"> • Drawing Actionable Insights and Trends, determining priority focus areas. • Planning, Collection, Analysis, Dissemination and Feedback. • Elaborate Market Intelligence reports, identifying opportunities and recommendations. • Using diverse databases, such as Hoovers, IBISWorld, Planet Retail, Euromonitor, among others. • Prepare the Market Strategy and Analysis proposal, focusing on the needs of each customer. • Represent Apex-Brazil in Industry Tradeshow and present in seminars. • Presenting results and strategy to customers and key government stakeholders. • Created 7 new products and services for each type of company and market situation, such as Merger and Acquisition Analysis.
Apr 2012 - Apr 2013	<p>Market Intelligence Senior Analyst</p> <p>Company: Seguros Unimed, Sao Paulo, BR</p> <p>Area: Insurance Group</p>	<ul style="list-style-type: none"> • Implement the Market Intelligence Department. • Coordinate the full Competitive Cycle: Planning, Data Collection, Analysis, Dissemination and Feedback. • Support the company's annual goals by using a broad spectrum of analytical tools and techniques to build recommendations and deliver presentations to senior leadership. • Develop Primary and Secondary Market Research. • Lead the future of the company by presenting insights and business models that became the cornerstone of major organizational moves such as: e-Commerce implementation, Acquisitions, New Products, etc. • Techniques: Geomarketing, Win-Loss analysis, etc • Provide recommendations and actionable insights for strategic company movements such as the acquisition of a new dental insurance company, and the implementation of a new e-Commerce sales platform.
Mar 2011 – Apr 2012	<p>Market Research Analyst</p> <p>Resulta CNP Inteligencia de Negocios, Sao Paulo BR</p> <p>Market Research institute</p>	<ul style="list-style-type: none"> • Coordinate of all stages of Quantitative and Qualitative Market Research, including: Field team supervision, Research data analysis, transcripts, Moderate, Report building, etc. • Elaborate presentations with conclusions and recommendations to be delivered to the clients. • Projects Control
Aug 2010 – Feb 2011	<p>Market intelligence Analyst</p> <p>ABTCP, Sao Paulo BR</p> <p>Cellulose and Paper Association</p>	<ul style="list-style-type: none"> • Competitive benchmarking of the different processes, performance, sustainability, nanotechnology, and others aspects of the Cellulose and Paper Industry. • Development and usage of large industry databases. • Moderator of International Forums, Courses, and other industry events.
Aug 2008 – Feb 2010	<p>Events Coordinator</p> <p>Sol Melia Tryp Itaim Hotel</p>	<ul style="list-style-type: none"> • Manage all the events in the hotel from budgeting, sales, and contracts, to operational support. • Competitors' price Benchmarking.
2008	<p>Fuel Bar - Covent Garden , London, UK</p>	<ul style="list-style-type: none"> • Kitchen Assistant – Cultural Experience Program.