

CESAR SILVEIRA

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EDUCATION

100 Days of Code: The complete Python Bootcamp, by App Brewery - Udemy *March 2025 - Present*
Python classes and projects focused on data science, automation, website, game and app development

Federal University of Lavras (UFLA), Lavras - MG, Brazil *January 2020 - December 2022*
Bachelor in Physical engineering

São Paulo State University "Julio de Mesquita Filho"(UNESP), Campus Rio Claro - SP, Brazil *February 2015 - December 2019*
Bachelor in Physical Education

WORK EXPERIENCE

Sr. Media and Performance Analyst — Qive *February 2024 - January 2025*

- Planning and implementing Digital Marketing strategy and campaigns for key accounts (medium and enterprise companies) lead acquisition.
- Collaborate in close contact with the Business Intelligence, Content, Product, and Web Design teams.
- Conducting data analysis through Google Analytics, DataStudio, and HubSpot Dashboards.
- Technologies: Google Analytics, Hubspot, DataStudio, Linkedin ads and Google Ads.

Media Account Lead — Monks *September 2022 - January 2024*

- Managed key accounts digital marketing teams such as HPE Automotores (Mitsubishi and Suzuki Manufacturer in Brazil) ensuring effective execution of campaigns and optimization processes.
- Developed strategic plans for campaigns on Meta Ads, Google Ads, LinkedIn, and DV360.
- Maintained direct communication with clients and business partners, managing cross-functional collaboration between operational areas (Art and Editorial, Web Development, Design, Content, Data Analytics, and Engineering).

Media Strategist and Analyst — Monks *July 2021 - August 2022*

- Conducted performance analysis and optimization for digital campaigns, producing reports and strategic insights for large-scale clients like HPE Automotores.

PROJECTS

My personal Website *May 2025*

- Applied Python, HTML5 and CSS concepts, also using the Bootstrap documentation to create a personal presentation website.

Desktop Applications with Python *July 2025*

- Applied TKinter concepts to create functional GUIs for games (Pong, Breakout) and Services (Adding water marks to photos, Testing User's Typing Speed).
- Used TKinter Bootstrap documentation to enhance the visual aspect of the applications.

Other Projects *March 2025 - present*

- This and other projects can be found on my GitHub Repositories:
 - github.com/CesarSilveira-96

SKILLS

Programming Languages	Python, HTML, CSS, JavaScript
Languages	English (Advanced), Portuguese (Native)
Interests	Web Development & Software Engineering

EVENTS

Alura DevOps Immersion *July 2025*

A DevOps introduction event. Three days of lectures about different technologies used by DevOps professionals (Docker and Google Cloud), its advantages, and how to manipulate these work tools.