**About Me**

Gabriel Ferraz is a Brazilian Web Developer and Designer passionate about digital technologies, the Internet, music, and arts in general. Mr. Ferraz has worked most of his life as a pianist and teacher and graduated with his PhD in Musicology at the University of Florida in 2012. His passion for music and the Internet led him to create Zap Músico, a professional network for musicians in Brazil. To fulfill the platform’s full potential, have more control over it, and turn it into a profitable business while still providing an important service to musicians, Mr. Ferraz felt necessary to better understand how web applications work and how online businesses work. He pursued a degree in Web Development and Design at Full Sail University, where he was exposed to a vast array of web technologies and learned good coding practices. Mr. Ferraz has been working as Web Developer for over one year now and has dedicated his free time to developing new functionalities on his music platform as well as analyzing the platform’s stats, implementing SEO campaigns, and working on social media.

**About Zap Músico**

Zapmusico is a professional network that aims to integrate music professionals in Brazil and give visibility to their work.

For Musicians:

We offer musicians a democratic space to advertise their work and establish professional connections. Site members create personalized profiles that may have a profile picture, a video player, descriptive texts, and an embedded map. Recently we implemented an in-site messaging system that will further contribute to musicians’ networking.

For visitors:

Through a refined search system visitors may find musicians by musical genre, musical specialty (instrument, band, singer, etc), and location. Visitors can also message musicians straight from the website. This platform also offers a system of musical classifieds.

Some Stats

* 5,300+ registered users; 840+ musical classifieds; average of 4,400 monthly sessions and 15,500 monthly page views;
* some keywords raking first, second, and third on Google Search (Brazil);
* 3,500+ page likes on facebook