

SUELLEN CAVALHEIRO

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EDUCATION

Master's Degree Programme in Governance of Digitalization

Åbo Akademi - Finland

AUGUST 2017 – AUGUST 2019

Graduate Non-degree in Business Management

with Emphasis on Marketing

Escola Superior de Propaganda e Marketing - Brazil

CONCLUDED - DECEMBER 2013

Bachelor's Degree in Social Communication (Media Studies)

Major in Publicity and Advertising

Centro Universitário Belas Artes de São Paulo

CONCLUDED - DECEMBER 2010



EXPERIENCE

Senior Analyst | UOL – Universo Online S/A

DECEMBER 2011 – JULY 2017

Working with research and analysis of information from partner websites to design possibilities within the content network of UOL. Monitoring and analysis of online deliveries to act on the necessary optimizations regarding revenue and audience traffic. Merging information from different sources, updating and designing audience studies that should be able to capture consumer behaviour. Assisting in data management and producing insight into advertising and content projects.

Temporary – Account Executive I | iG - Internet Group do Brasil S/A

OCTOBER 2011 – DECEMBER 2011

Updating and control of the unified reservation system to the sales department, part of the job was to ensure that no advertising space could be sold more than once. Analysis of weekly performance reports, regarding the several variables that could affect the advertising campaigns.

Account Executive – Online Strategy | E*Neotix Marketing Digital

JULY 2011 – SEPTEMBER 2011

Development and management of online strategy for construction field clients. Working with the same clients since the first contact, creating the media strategy plan for online

actions. Bargaining with communication vehicles for the better price in the proposals offered and mediating with the creative director and project manager in the creative process for the advertising campaign. I was the responsible for the financial control and for the performance of the seasonal deliveries.

Account Executive – Online Strategy | Chleba Marketing Digital

JANUARY 2011 – JUNE 2011

Working with one specific client, the publishing company Abril Group S/A, owner of the rights for more than twenty magazines-titles in Brazil at the time, such as ELLE and Playboy, the largest distributor of publications in Latin America. The job consisted of briefing and monitoring the creation team, assisting in the elaboration of media plan strategy, monitorization and optimisation of the delivery performance, and audience traffic analysis.



LANGUAGES

- | | |
|--------------|---------------------|
| • Portuguese | Native Speaker |
| • English | Advanced Level – C1 |
| • Swedish | Basic Level – A1 |
| • Finnish | Basic Level – A1 |



PROGRAMMING LANGUAGES SKILLS

- | | |
|--------------|--------------|
| • R | Intermediate |
| • Python | Basic |
| • HTML5 | Basic |
| • CSS | Basic |
| • JavaScript | Basic |
| • SQL | Basic |