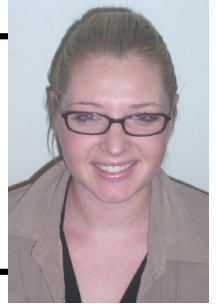


# CURRICULUM VITAE

## PERSONAL DETAILS - CLAUDIA MARTINEZ

Residential Address: 123 Dreamland Street, 45987 Moema BRAZIL  
Mobile: +555 666 777  
Date of Birth: 1 April 1980  
Nationality: Brazilian



## CAREER OBJECTIVE

To expand skills and experience within the marketing department of an international sports events company or association

## EDUCATION HISTORY

May 2006 – Current **University of Sao Paulo**, Sao Paulo BRAZIL <http://www.fe.usp.br>  
*Masters in International Marketing*  
Expected graduation: Oct 2007

Jan 2002 – Nov 2005 **University of Sao Paulo**, Sao Paulo BRAZIL  
*Bachelor of Business in Sports Management*

May 1999 – Feb 2001 **Augusto Laranja High School**, Sao Paulo BRAZIL  
*High School Certificate equivalent*

## WORK EXPERIENCE

Jan 2006 – Current	<b>MOEMA MARKETING</b> , Sao Paulo BRAZIL <a href="http://www.moemamkt.com.br">http://www.moemamkt.com.br</a> <i>Marketing Trainee – Casual (weekends and holidays)</i>  <u>Responsibilities and achievements:</u> <ul style="list-style-type: none"><li>• Developed marketing and promotional material for sporting events</li><li>• Coordinated in-house events for the annual <i>Moema Sports Marketing Fair</i> including audio visual, entertainment, programming, food and beverage and staffing requirements</li><li>• Attended Regional Conference 'Sports Marketing in Brazil 2007'</li><li>• Increased readership of the Summer Edition of Moema Sports Magazine by 10% through promotional campaigns</li></ul>
Jun 2006 – Sep 2006	<b>THE ART OF MARKETING</b> , Sao Paulo BRAZIL <a href="http://www.artofmarketing.com">http://www.artofmarketing.com</a> <i>Internship – 12 weeks full-time</i>  <u>Responsibilities and achievements:</u> <ul style="list-style-type: none"><li>• Assisted in the preparation of copywriting including press releases, radio and newspaper advertisements</li><li>• Conducted market research into client demographics</li><li>• Coordinated in-house internal marketing promotions such as 'Employee of the Month' selection</li><li>• Updated content of <i>The Art of Marketing</i> website</li><li>• Assisted Marketing Manager with general sales and marketing administration tasks</li></ul>

## COMMUNITY INVOLVEMENT & RECOGNISED ACHIEVEMENTS

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2006	Selected as President of University Recreation and Sports Representative Council
2005/2007	Commendation for Academic Excellence – Head of Sports Marketing, SP University
2000 – 2006	Captained Flora Seju Tennis Team
2005	1 <sup>st</sup> place in the Flora Seju Regional Volleyball Championships
2003 – 2006	Chaired the Sao Paulo Sports Ball Coordination Committee
2003 – 2007	Volunteer – Fundraising for Amnesty International and the 40 Hour Famine

## OTHER SKILLS AND CERTIFICATES

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### Computer Skills:

- Microsoft XP applications (Word, Excel, Office, PowerPoint, Outlook, Access) – Advanced
- Microsoft Office Document Imaging and Scanning - Advanced
- Acrobat Reader 6.0 – Intermediate
- Fidelio Front Office Systems 6.02 – Beginner

### Language Skills:

- Portuguese - Native Tongue)
- French - Basic (reading and writing skills)

### Other:

- St John's Ambulance Senior First Aid Certificate - 2007

## PERSONAL COMPETENCIES

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- Ability to work in a fast-paced environment to set deadlines
- Excellent oral and written correspondence with an exceptional attention to detail
- Highly organised with a creative flair for project work
- Enthusiastic self-starter who contributes well to the team

## INTERESTS AND ACTIVITIES

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- Tennis, volleyball, surfing, pottery, graphic design

## REFEREES

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Mr Juan Maciel <i>Events Manager</i> <b>Moema Marketing</b> 13 Sejuado Road Moema 38280 Sao Paulo BRAZIL Ph: +555 111 999 Fax: +555 111 998 Email: <a href="mailto:juanmaciel@moemamktg.br">juanmaciel@moemamktg.br</a>	Ms Izabela Monteiro <i>Marketing Manager</i> <b>The Art of Marketing</b> 98 Bonita Way Moema 38280 Sao Paulo BRAZIL Ph: + 555 222 333 Fax: +555 222 334 Email: <a href="mailto:izabelam@artofmarketing.com">izabelam@artofmarketing.com</a>
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