



Izaias Moreira

Marketing Analyst

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📍 Triq San Pawl, SPB3417 San Pawl il-Bahar

Education

Post Graduate in Digital Marketing

Aug 2018 - Dec 2019

Centro Universitário SENAC, Ribeirão Preto

Digital Marketing course, focused on actions and strategies for online campaigns, paid traffic, Media, Social Networks, actions for sale, Branding, SEO, Content production...

Graduate in Graphic Design

Jul 2015 - Jun 2017

University Center Barão de Mauá, Ribeirão Preto

Course focused on creative development, art history concept, graphic pieces for offline and online application. Skill development in image and video editing software... Brand Concept and Visual Identity Creation...

Employment

Marketing Manager

Jul 2021 - Nov 2022

TAP Construction company, Ribeirão Preto

Responsible for Strategic Marketing Management, I worked on developing digital and offline strategies for the sale of real estate developments.

I was responsible for launching actions, actions developed for the commercial team, creations and execution of strategies with partner Marketing agencies. Always focused on results and sales, I worked with several areas of the company to achieve results.

Marketing and Communication Coordinator

Dec 2016 - Aug 2020

Commercial and Industrial Association, Ribeirão Preto

Expertise in conducting marketing processes, sales, and campaigns definition of strategy, operational development;

- Implementation of A/B tests in E-MKT, Facebook, LinkedIn;
- Strategic planning with the management, implementation, execution, monitoring and improvement of LinkedIn Ads, Face/Insta Ads, Google Ads and other digital and offline campaigns;
- Strategic development of the marketing department, automation, tracking, visualization and data analysis of the entire inbound marketing strategy;
- Responsible for activities, interpretation and analysis of data related to the purchase journey, projects and processes focused on digital sales;
- Project management and digital service strategies focused on bringing and promoting the best and most innovative practices;

I consent to the processing of my personal data for the purpose of recruitment for the position to which I am applying.

Personal details

Date of birth

February 22, 1987

Gender

Male

Nationality

Brazilian

Civil status

married

LinkedIn

linkedin.com/in/izaias-moreira

Skills

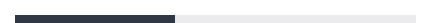
Adobe Package



Corel Draw



Social Media



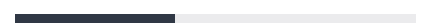
Facebook Ads



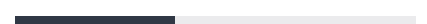
Google Ads



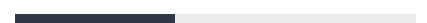
Premiere



Adobe XD



Office Package



WordPress



- Process management and technological implementation.

Graphic Designer

Nov 2013 – Aug 2016

Graphoart Digital Print Shop, Ribeirão Preto

Responsible for the production control of the graphic, customer service, budgets...

Creation of pieces for campaigns, offer newspapers, menus, business cards, promotional leaflets, arts for social media, etc.

Graphic Designer

Mar 2009 – Mar 2013

M&C2 Print Shop, Batatais

Customer service, creation of leaflets, tabloids, promotional newspapers for supermarkets, stores, dealerships, etc.

Profile

I am a cheerful, lively person, always willing to learn! I am always determined, proactive and practical. I like to face new challenges and get better results.

Courses

English Exchange

Present

We have just arrived in Malta, my wife and I to learn English better and to continue developing our family projects and dreams.

Extracurricular activities

Languages

Portuguese

English

Hobbies

- Play Piano and Guitar
- Trips
- Watch Movies and Series