



## ALEXANDRE SPINDOLA

Brazilian, 35 years old

Married, no children

Vivendo em Köln / Alemanha

## OBJECTIVE

- Web Designer / WordPress
- Front-end/Back-end Development
- SEO
- SEM (Google Ads) and Meta Ads

## CONTACTS

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[github.com/alexandrespindola](https://github.com/alexandrespindola)

## LANGUAGES

Portuguese - Native

Spanish - Fluent

English - Intermediate

Italian - Intermediate

German - Basic

### ABOUT ME

I'm a webdesigner/web developer, with projects created with Elementor, WooCommerce and Bootstrap. I already leveraged paid traffic (Google Ads, Meta Ads) for one of the biggest banks in Brazil (Banrisul). I currently live in Köln (Germany) and work as a freelancer. I'm studying for an MBA in Software Engineering, I'm a psychologist by training and I've been a speaker on self-awareness since 2009.

### (2023 - 2025) MBA SOFTWARE ENGINEERING

USP - ESALQ (Brazil) - course in progress

### (2019) PSYCHOLOGICAL COACHING

Academy of the Psychologist (Brazil)

### (2008 - 2014) PSYCHOLOGY

University of Sao Paulo (USP, Brazil)

### (2003 - 2008) CHEMISTRY TECHNICIAN

Liberato Salzano Vieira da Cunha Foundation (NH, Brazil)

### 2020-TODAY

### FRONT-END DEVELOPER, WORDPRESS, PAID TRAFFIC (PPC), SEM AND SEO

#### Freelancer

- + 20 WordPress and Bootstrap projects
- Traffic campaigns for lead generation with email marketing automation

### 2015-2022

### PSYCHOLOGIST AND PSYCHOTHERAPIST

#### Autonomous

- Online psychotherapy for Brazilians, in Brazil and abroad

### 2019 - 2020

### SOCIAL MEDIA AND PAID TRAFFIC MANAGER

#### Banrisul/SejaVero Card Machines

- Traffic management of more than BRL 1 million in Google Ads and Facebook/Instagram Ads.
- Creation and optimization of digital campaigns on Facebook, Instagram, Google and other traffic sources generating leads for the commercial.
- Investigation of the behavior of the user base to improve the performance of GA4 campaigns.

### EDUCATION

### MOST RELEVANT EXPERIENCES

# NATIONAL AND INTERNATIONAL AWARDS

## INTEL ISEF 2007

New Mexico/USA

Research Project: "The Influence of Self-Esteem on Learning II"

## MOSTRATEC 2006

Novo Hamburgo/Brazil

INTEL Copesul Technology Award

Research Project: "The Influence of Self-Esteem on Learning II"

## INTEL ISEF 2006

Indianapolis/USA

Research Project: "The Influence of Self-Esteem on Learning"

## MOSTRATEC 2005

Novo Hamburgo/Brazil

INTEL Copesul Technology Award

Research Project: "The Influence of Self-Esteem on Learning"

# SOFT SKILLS

- Focus on accelerated learning (deep work)
- Emotional intelligence / empathy
- Dialogue and mediation of conflicts
- Organization capacity
- Initiative
- Intercultural competence

# INTERESTS

- Digital marketing
- Frontend and Backend
- Software Engineering
- Marketing Automation
- Data science, AI
- Psychology

## CERTIFICATES

### COMPACT AND COMPLETE WEB DEVELOPMENT

Udemy

### DJANGO WEB/REST FRAMEWORK COURSE

Udemy

### VUE.JS 3 + VITE + FIREBASE 9 + MEVN

Udemy

### IBM DATA SCIENCE PROFESSIONAL CERTIFICATE

Coursera / IBM

### GOOGLE ADS SEARCH, DISPLAY CERTIFICATION

Google Ads

### MICROSOFT POWER BI FOR DATA SCIENCE

Data Science Academy

### + 40 OTHER COURSE CERTIFICATES

HTML, CSS, JavaScript, Python, PHP, Bootstrap etc.

## WordPress

- Elementor Pro
- WooCommerce
- Woodmart
- CDN, Cache

## Marketing Digital

- Google Ads
- Meta Ads
- Google Analytics 4
- Google Tag Manager
- YouTube Studio
- OBS Studio
- Canva Pro

## Front-end

- HTML5
- CSS3 (Flexbox, Grid)
- SASS
- Bootstrap
- JavaScript
- Git / Github

## Data Science

- Python
- R
- Machine Learning
- Estatística
- Jupiter Notebooks
- Anaconda

## Back-end

- Python: Django
- PHP: CodeIgniter

## HARD SKILLS

## VOLUNTEER WORK

### 2008-TODAY

### GNOSIS INTERNATIONAL

### Non-profit institution

- Self-knowledge, meditation, philosophy and psychology courses and conferences in Brazil, Italy and Germany. Maintenance of websites (WordPress). Marketing campaigns for events and courses. Maintenance Google Ad Grants.