ALEXANDRE
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Full Stack Developer

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ABOUT

Passionate about software development, broad experience in sales, digital marketing, project management, and product management. All this experience was essential to growing a solid technical skillset. In addition, it was a journey to find love as a software engineer, a problem solver who values beautiful code and is willing to create new solutions to advance the technology.

EXPERIENCE

Product Manager
2014 - Present

TIM S/A
Rio de Janeiro

- Developing Private Network product and portfolio, submitted several commercial proposes up to 50M USD; Dealing in verticals like Mining, Utilities, 4.0 Industry, Oil & Gas; Some use cases are Mission Critical Operations, Smart Lighting, and Connected Cars.
- Planned the IoT/M2M business unit strategy and designed eSIM, NB-IoT, IoT platform, and marketplace products and services.
- Launched Blah app, bringing together most famous memes from YouTube in a wild musical chat. Its campaign had over 9M views, over 3M downloads, App of The Week on Apple Store, and twice most downloaded app on Google Play.
- Assembled a thousand scenarios device testing operation, fixing nearly 3K issues based on user feedback.

Skills:

`IoT` `Private Network` `LTE` `5G` `4G` `Product Development` `LoRa` `TestFlight` `App Annie` `Google Play`

Links:

🌐 www.rga.com/work/case-studies/tim-blah

🌐 www.rga.com/work/case-studies/tim-blah-campaign

Founder
2008 - Present

GOALMOON.COM

- Shaped a Docker-As-A-Service platform to handle WordPress hosting, DNS, security, backup, monitoring, and performance analysis.
- Partnered with web designers providing AVADA, Elementor Pro, Thrive Themes, WooCommerce, and other WordPress plugins and themes caring services, offering a technical-free solution.
- Adopted the Lean Startup method and published 20+ websites using customer feedbacks to find a profit model.
- Integrated Shopify e-commerce platform and a low code iOS App, coded on Red Foundry Studio, dropping the iOS development cost from 25K to 5K USD.
- Programed an iOS App in Objective-C and issued it to Apple App Store, gaining an understanding of mobile app life-cycle.

Skills:

`Python` `Flask` `Django` `WordPress` `C` `C++` `Objective-C` `SQL-Lite` `VBA` `X-Code` `Google App Engine` `X-Code` `Apple Developer Program` `Android Studio` `Git` `Hosting` `Docker` `Containers` `Cloudflare` `AWS` `Azure` `Google Cloud Platform` `Digital Marketing` `Sales Funnels` `Launch Formula` `Click Funnels` `Stripe` `Freshdesk` `CRM` `Member Area` `Shopify` `WooCommerce` `Eclipse` `AJAX` `Bootstrap` `Low Code` `Xamarin` `Red Foundry Studio`

Links:

🌐 goalmoon.com

Project Manager
2010 - 2014

TIM S/A
Rio de Janeiro

- Coordinated the Blah app development, similar to WhatsApp but targeting other carriers' customers. The project added 4K hours of cooperation with more than 35 different areas, from Legal to IT, and a multicultural team.
- Managed blah's design agency's activities, producing 1,400 layouts such as wireframes and prototypes.
- Conducted several RFP processes, including foreign suppliers; Negotiated contracts worth 3.5M USD in budget.
- Achieved 95% of service cancellation efficiency with a KPI analysis platform developed on Excel VBA to receive 3,900 services' weekly data.

Skills:

`VBA` `Microsoft Project` `Project Management` `PMBOK` `SCRUM` `Jira` `Branding` `UX` `Design` `InVision` `Automation`

Technical Advisor
2003 - 2010

TIM S/A
Londrina

- Promoted partnerships and business structures to increase VAS sales, backing a five Key Account Managers team, 300 clients, and 3M USD annual turnover in Transport, Agribusiness, Logistics, Banking, Engineering, Pharm, and International Food Chains sectors.
- Settled the M2M segment employing hybrid GSM and satellite location modules for the first time in Brazil. Generated 45K gross adds proposing a similar solution to other partners.
- Attained an average mean target of 227% during 63 months, 47% above company results, designing, selling, implementing, and supporting Sales & Field Force Automation, SMS, Tracking, Telemetry, Mobile Office, and M2M solutions.

Skills:

`iOS` `Android` `Technical Sales` `Presentation Techniques` `Team Management` `Blackberry` `SFA` `M2M` `SMS Platforms` `TDMA` `GPRS` `EDGE` `3G` `Cellular Modules`

CTO
2000 - 2003

DIRECTLINK INTERNET BY RADIO
Londrina

- Improved classes development by employing Excel VBA as a toolbox to produce all Java, JSP, and SQL classes in bulk, then rolled up a second web app to control support tickets in a single month.
- Developed the SICOP, a Java/JSP web app running on the LTMJ stack. A system to control providers automating processes and managing user identity and access with a database of 17 object-oriented classes.
- Deployed the Directlink system in 7 cities, averaging 300K, dealing with top-tier providers.
- Has built 150 points of presence on a 400 servers radio network, supporting up to 2K subscribers.

Skills:

`Java` `JSP` `HTML` `CSS` `PHP` `Pearl` `Visual Basic` `MySQL` `MS Access` `Delphi` `Linux Server` `Command-Line` `Shell Script` `Firewall (Iptables)` `Networking` `DNS` `Wi-Fi Radio` `Nagios` `Structured Cabling` `Computer Management` `Windows Management` `Microsoft Office Management` `Adobe Photoshop` `Corel Draw`

EDUCATION

Master of Business Administration in Project Management (MBA)
Veiga de Almeida University, Rio de Janeiro
2011 - 2012

Undergraduate Degree in Data Processing Technology (UG)
UNIFIL University, Londrina
1999 - 2002

LANGUAGE

Portuguese (Native)

English (Full Professional Proficiency.)

AWARDS

🏆 **Global Telecoms Business Innovation**
2015 Awards for the blah app

🏆 **"Tela Viva Móvel"**
2015 Awards for the blah app