

TANIMARA ELIAS SANTOS

0 481 371 141
tani.santos@gmail.com
Balmain, NSW

ANTHROPOLOGIST

WORK EXPERIENCE

SULAKE SPAIN SL Community Coordinator
DIC 2013 – JULY 2017, Madrid, Spain

Designed and executed quantitative and qualitative researches for collecting users' mindsets, motivations and behaviors in Habbo gaming community, its seasonal campaigns and products. Working in the Portuguese speaking website, I developed and applied tools such as surveys, focus groups and remote interviews as a way to support managers on decisions about design and development of products and to improve community health. My local and cultural expertise supported sales managers and designers on generating unique experiences during sales campaigns. As a member of customer care department, I used my skill-sets to improve my colleagues approach to gamers, by building a tool to monitor and visualize data about the state of all 9 Habbo communities and by developing a technique of qualitative speech analysis to capture pain points and identify trends after seasonal campaigns.

CARLOS CHAGAS FOUNDATION Junior Researcher
MAR 2013 – MAY 2014, Sao Paulo, Brazil

Responsible for technical implementation of data mining tools in a research project. Designed and executed survey, in-depth interviews and field work, analysis of qualitative and quantitative data. Supervised secondary data collection.

DIGITAL DISTRIBUTION MANAGEMENT – GAMING BUSINESS SOLUTIONS Market Researcher Intern
NOV 2010 – OCT 2012, Madrid, Spain

Designed and developed a market research on the lottery market in Brazil. Insights into brand and products design. Leading manager on the incorporation of a new Brazilian subsidiary. Executed supporting tasks for tech and e-commerce companies in a start-up seed bed.

UNITED NATIONS DEVELOPMENT FUND FOR WOMEN Program Assistant
APR 2008 – JUN 2010, Brasilia, Brazil

Gathered data for the elaboration of descriptive and narrative reports on the status of UN funded women's rights initiatives. Reviewed reports, products and activities from stakeholders to ensure they were upheld within the Fund framework.

INSTITUTE FOR APPLIED ECONOMIC RESEARCH Research Internship
JAN 2007 – MAR 2008, Brasilia, Brazil

As an Intern at the Department of Political and Social Studies, I observed and gathered data for the analysis of Brazilian Government policies on social assistance, cash transfer and food security.

ADDITIONAL EXPERIENCE

ENTREPRENEURSHIP

Kickstarter Campaign for Rotary Snowboard Bindings
MADRID, SPAIN | JAN 2013

Designed and executed survey for market research. Supported inventors during elaboration of business plan, design, production of prototypes and at the marketing campaign.

VOLUNTEER

Committee of Latin America and the Caribbean for the Defense of Women's Rights
SAO PAULO, BRAZIL | DIC 2012 – OCT 2013

Designed and managed institutional web and social media channels. Reviewed data on reports about Brazilian women. Developed an online financial management system for the organization.

EDUCATION

Complutense University of Madrid | MADRID, SPAIN
2012 – 2014

MS Social Sciences Research
Methodology: Innovation and Applications

Autonomous University of Madrid | MADRID, SPAIN
2010 – 2011

MS Interdisciplinary Gender Studies

University of Brasilia | BRASILIA, BRAZIL
2004 – 2009

BS Social Sciences with Major in Anthropology

SKILLS

TOOLS

Survey Monkey
SPSS
Excel
Microsoft Office
Google Suite
Trello
Wordpress
Facebook Campaign
Zendesk
Alceste
Rstudio

METHODS

Survey
Causal studies
Exploratory studies
Interviews
Ethnography

LANGUAGES

Portuguese
Spanish
English