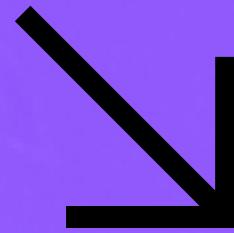
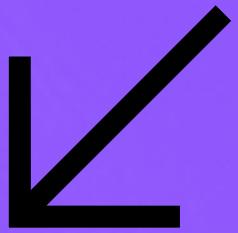


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MARKETING & CREATIVE PORTFOLIO

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ABOUT



Result-oriented and detail-focused marketing professional with over a decade of experience in team management, project prioritization, and digital marketing in Canada and Brazil. Fluent in English and Portuguese. Proven track record in implementing successful SEO and link-building strategies, managing social media campaigns, and creating effective B2B marketing campaigns.



EDUCATION

EDUCATION

Master's degree,

Business Administration, University Canada West (Canada) (2020 - 2021) - GPA 3.76

Graduated degree,

Business Planning & Management, FAE Centro Universitário (Brazil) (2014 - 2015)

Bachelor's degree,

Social Communications, Major in Publicity and Advertising, Pontifícia University Catholic of Paraná (Brazil) (2008 - 2012)

EXPERTISES

EXPERTISES

Web Design with a focus on UX:

Creating user-friendly websites that engage and convert visitors.

Social Media Management:

Building and maintaining a strong online presence through social media platforms.

Event Planning and Organizing:

Successfully managing events from planning to execution.

SEO:

Optimizing websites for search engines to increase visibility and traffic.

Branding:

Creating and implementing cohesive brand strategies that enhance recognition & loyalty.

Marketing Strategy:

Developing and executing comprehensive marketing plans that achieve business goals.

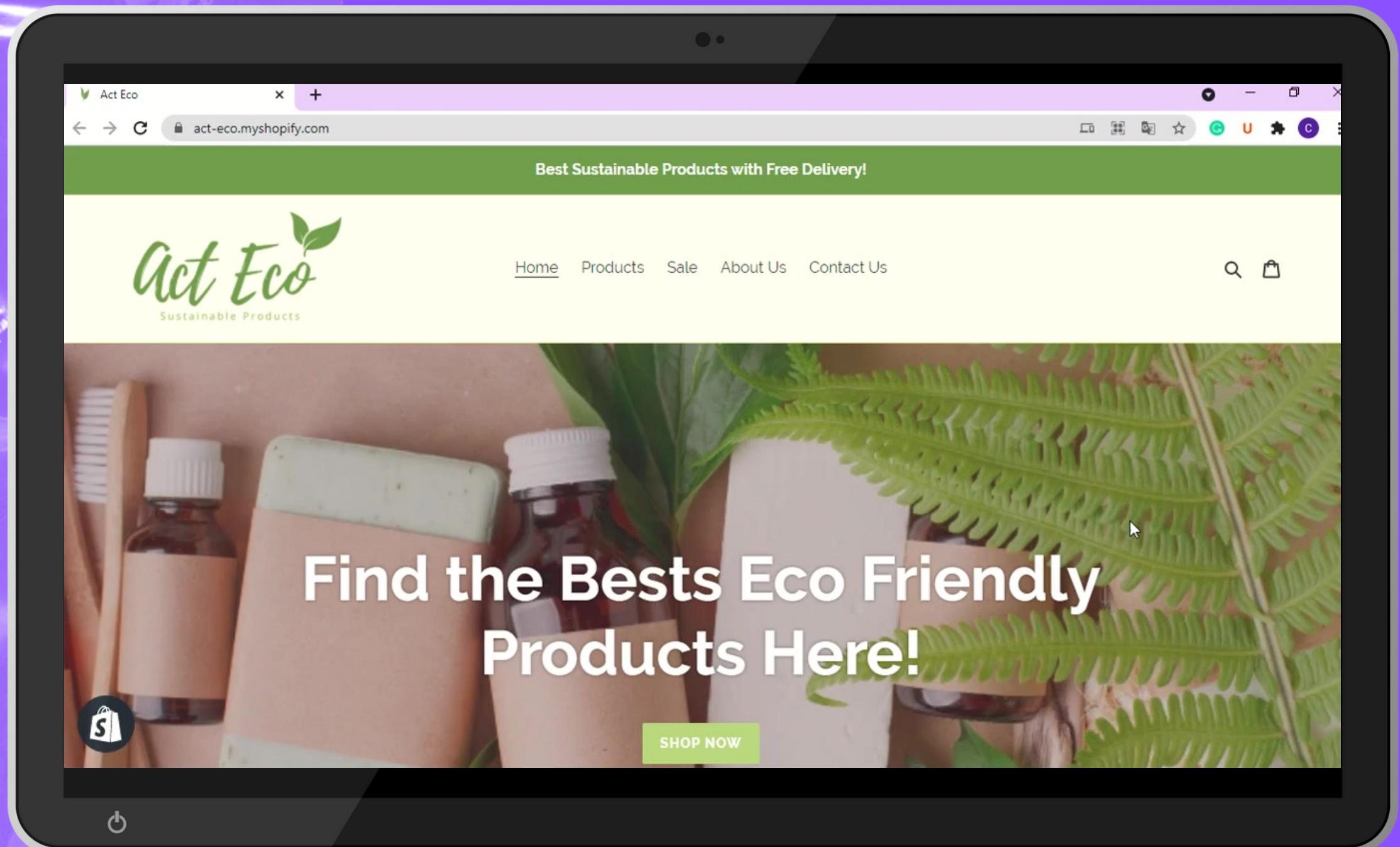
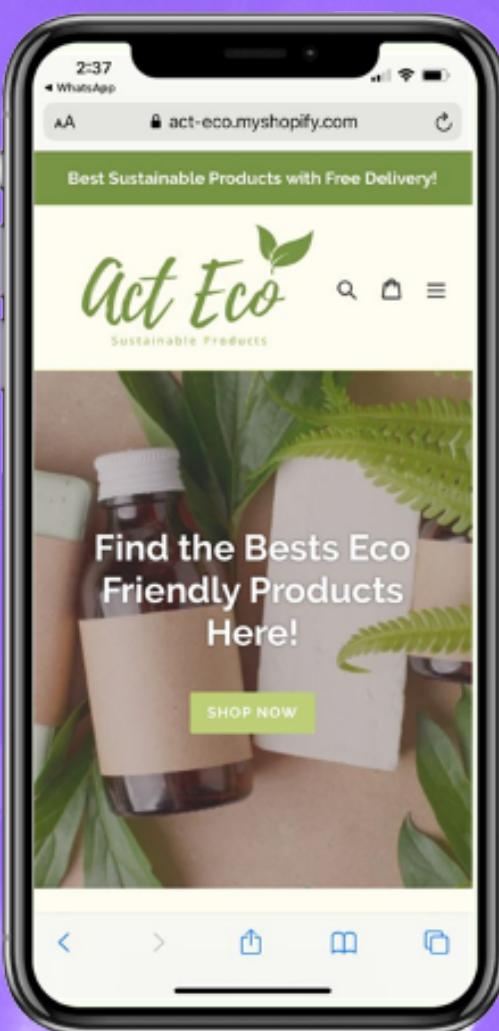
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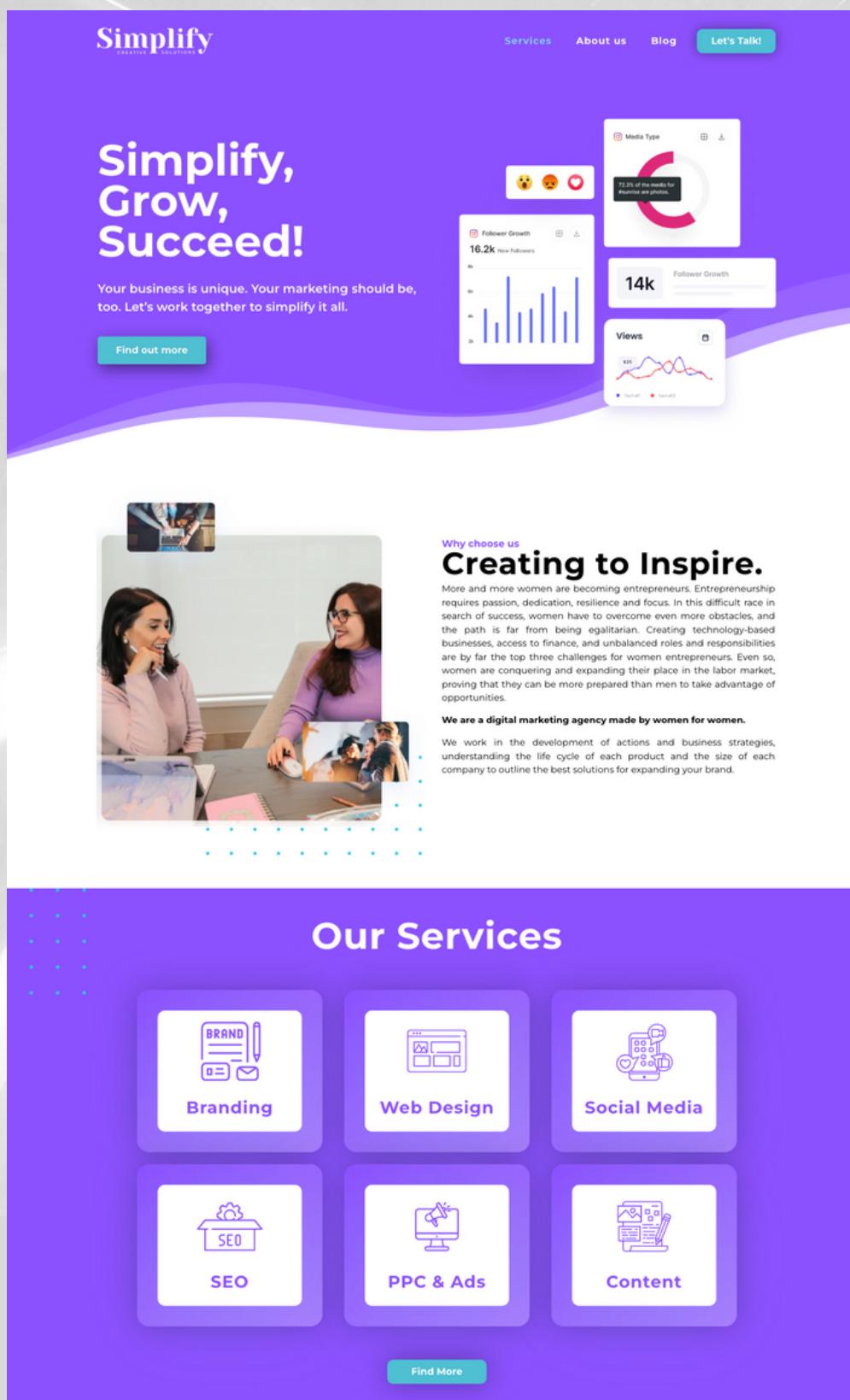
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WEB DESIGN

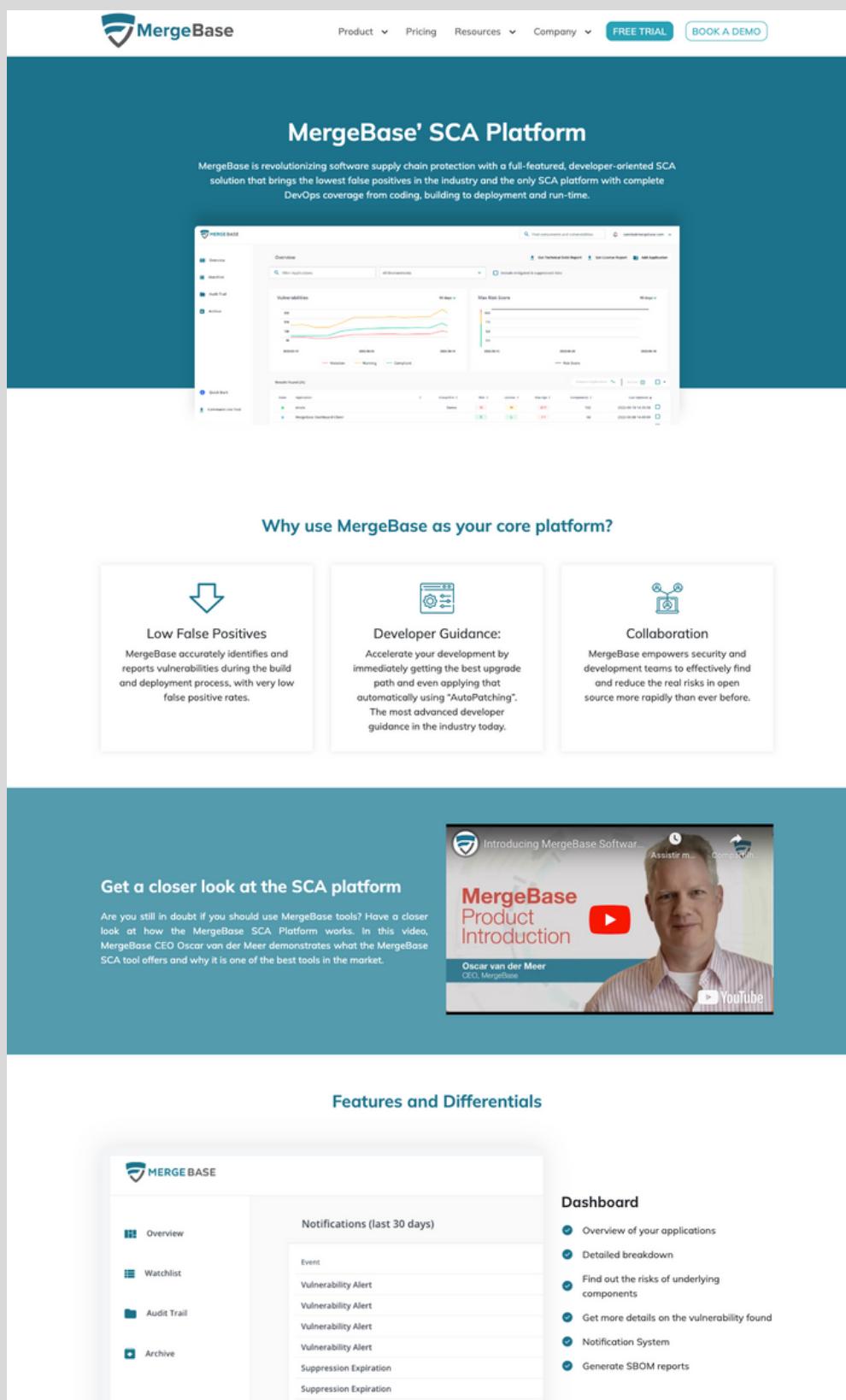


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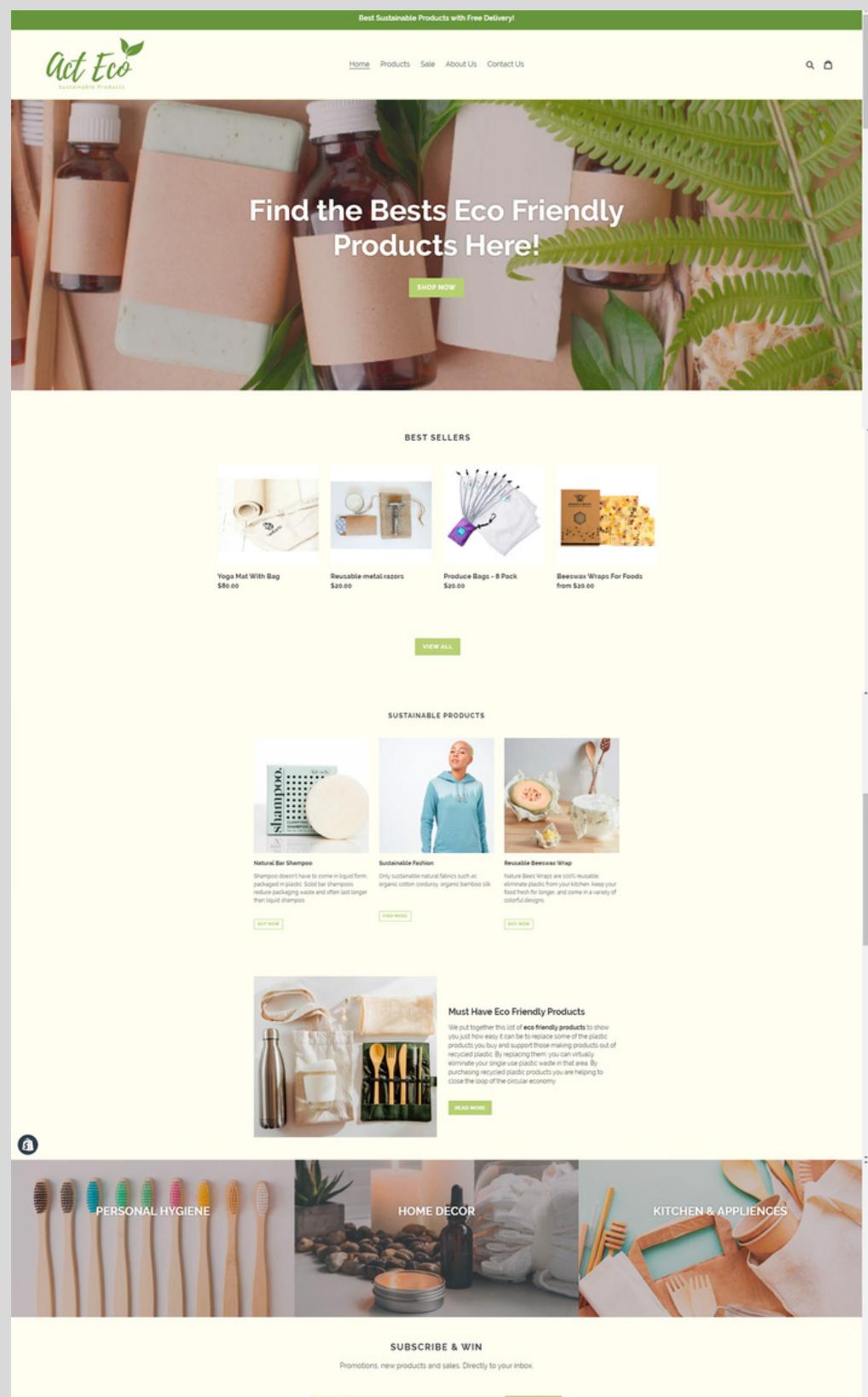
WEB DESIGN



The Simplify Creative Solutions website features a purple header with the company name and a "Let's Talk!" button. Below the header, a large white banner with the text "Simplify, Grow, Succeed!" and a "Find out more" button. To the right of the banner are three small infographics showing follower growth, media type distribution, and views. A video player shows two women working together. The main content area is titled "Our Services" and lists six services: Branding, Web Design, Social Media, SEO, PPC & Ads, and Content, each with a corresponding icon.



The MergeBase SCA Platform website has a teal header with navigation links and a "FREE TRIAL" button. The main section is titled "MergeBase' SCA Platform" and describes the tool's features. It includes a screenshot of the platform's dashboard with various metrics and charts. Below this, a section titled "Why use MergeBase as your core platform?" lists three benefits: "Low False Positives", "Developer Guidance", and "Collaboration". A video player at the bottom shows a CEO introduction.



The Act Eco Sustainable Products website has a green header with a search bar and navigation links. The main banner features a photograph of eco-friendly products like reusable bags and bottles, with the text "Find the Bests Eco Friendly Products Here!". Below the banner are sections for "BEST SELLERS" and "SUSTAINABLE PRODUCTS", each displaying images of products with their names and prices. A "Must Have Eco Friendly Products" section shows a collection of items. The footer includes a "SUBSCRIBE & WIN" section with a "Promotions, new products and sales. Directly to your inbox." message.

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LOGOS
LOGOS
LOGOS



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ESTRATÉGIA DIFERENCIADA:
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MergeBase
FREE LIVE EVENT
Software Supply Chain Implications For Zero Trust
With Jerry Hoff & Julius Musseau
Wed - Nov 16, 2022 10 AM PDT

Register Here!

Hi camila,

How does Zero Trust really work? How do I apply it? What are Zero Trust's implications for software supply chains?

Join application security heavyweights Jerry Hoff (Group Senior Security Architect for NTT Holdings) and Julius Musseau (CTO and Co-Founder at MergeBase) as they will go through:

- Zero Trust implications for application security, and
- How Zero Trust ties back to the software supply chain and SBOM

You won't want to miss this opportunity to learn more about Zero Trust!

Save your spot now!

Hope you'll join us.
Mergebase Team

MergeBase

Can't make it? [Sign up anyway](#), we'll send you a link to the webinar recording to your inbox once it's ready.

JOIN US AT THE GAME!

WHITECAPS VS FC DALLAS
AT BC PLACE
777 PACIFIC BLVD, PITCHSIDE SUITE 109
WEDNESDAY, MAY 18
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ANNEX PRO



THE ONLY SCA PLATFORM THAT CAN BLOCK JAVA EXPLOITS WITHOUT PATCHING

With MergeBase's patented SCA Runtime Protection, you can choose to monitor or block any Java-related CVE, either the whole software library or the specific vulnerable function.

In the past, the only option was to wait for a patch to be applied and hope it did not break your application when updated. After learning that a vulnerability existed, you had to remediate supply chain like svnpkg or log4j, you had to rush to remediate immediately as you were not safe until patched.

Now with Java Runtime Protection, you can break attackers' kill chain, buying your team as much time as needed to safely remediate the vulnerability. No more countless nights or frantic midnight patching runs since MergeBase empowers you to monitor or block the vulnerable Java component or function.

WITH RUNTIME PROTECTION, YOU CAN BREAK YOUR ATTACKERS' KILL CHAIN BEFORE THEY STRIKE

Reduce Attack Surface & Operational Risk with SCA Runtime Protection

Harden your line-of-business applications by reducing your attack surface with SCA Runtime Protection. Monitor your Java code for known vulnerability to everyday attacks and CVEs by shutting down access to all unused third-party Java libraries and functions.

More time-saving reasons to explore MergeBase SCA Platform:

Highest SCA Accuracy in the Industry

MergeBase is the most accurate software composition analysis (SCA) scanning tool for Java, .NET, Elixir, Scala, and Java. With the lowest rates of false positives, MergeBase saves valuable time for security professionals and software developers, accelerating secure deployment.

SCA RUNTIME PROTECTION™ BREAK THE KILL CHAIN!

GET IN TOUCH WITH US

For more information: mergebase.com | info@mergebase.com

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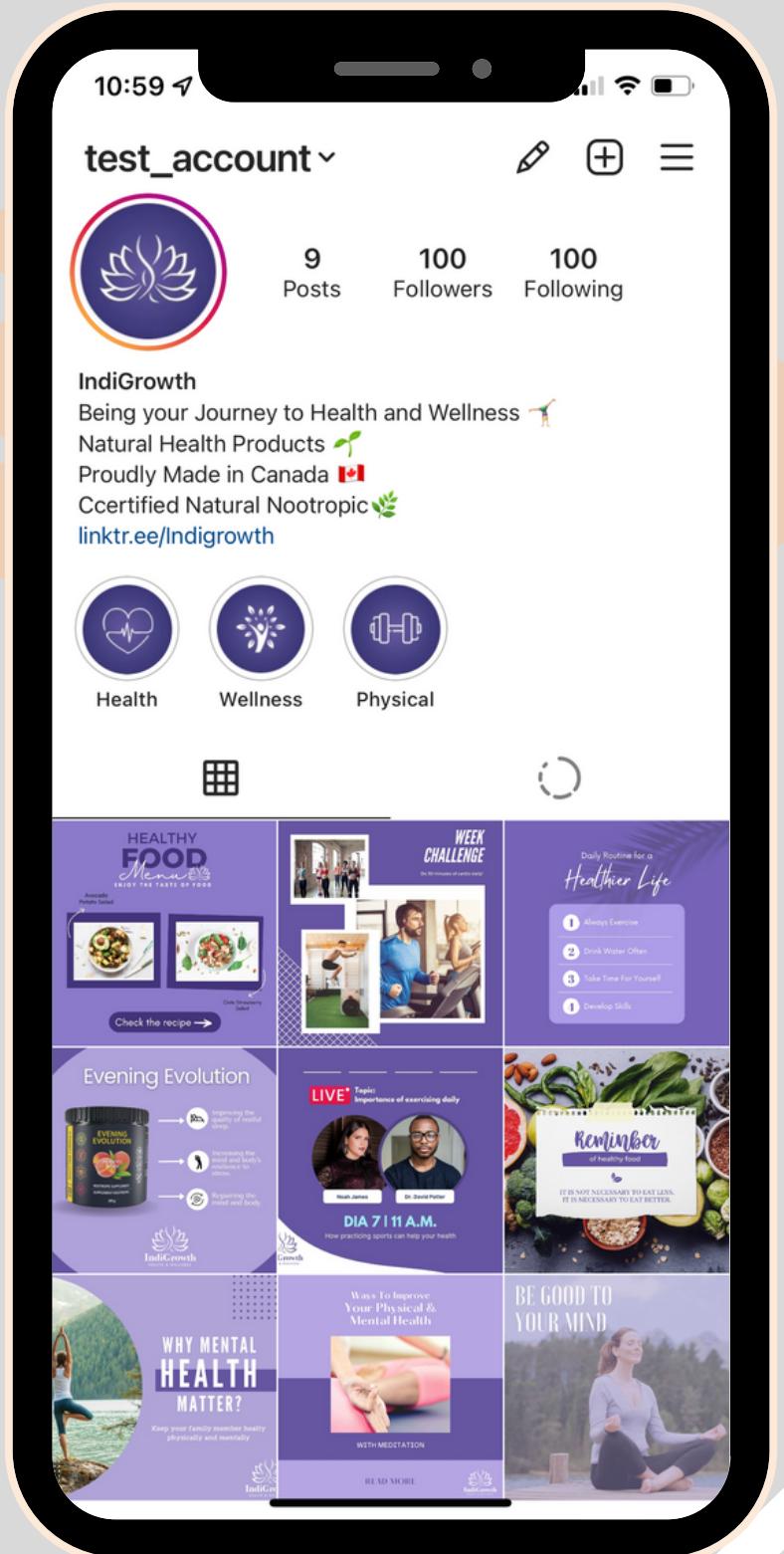
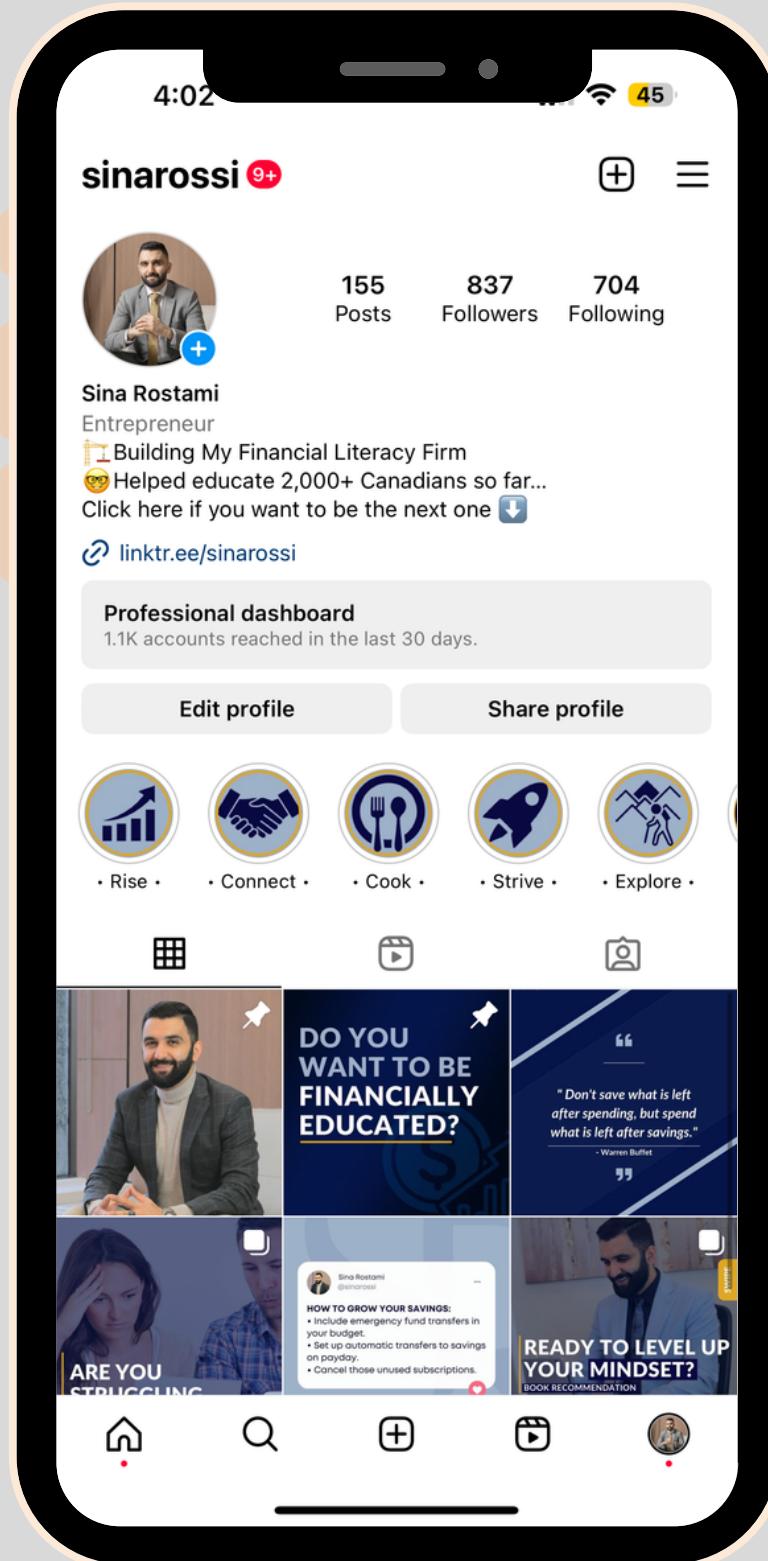
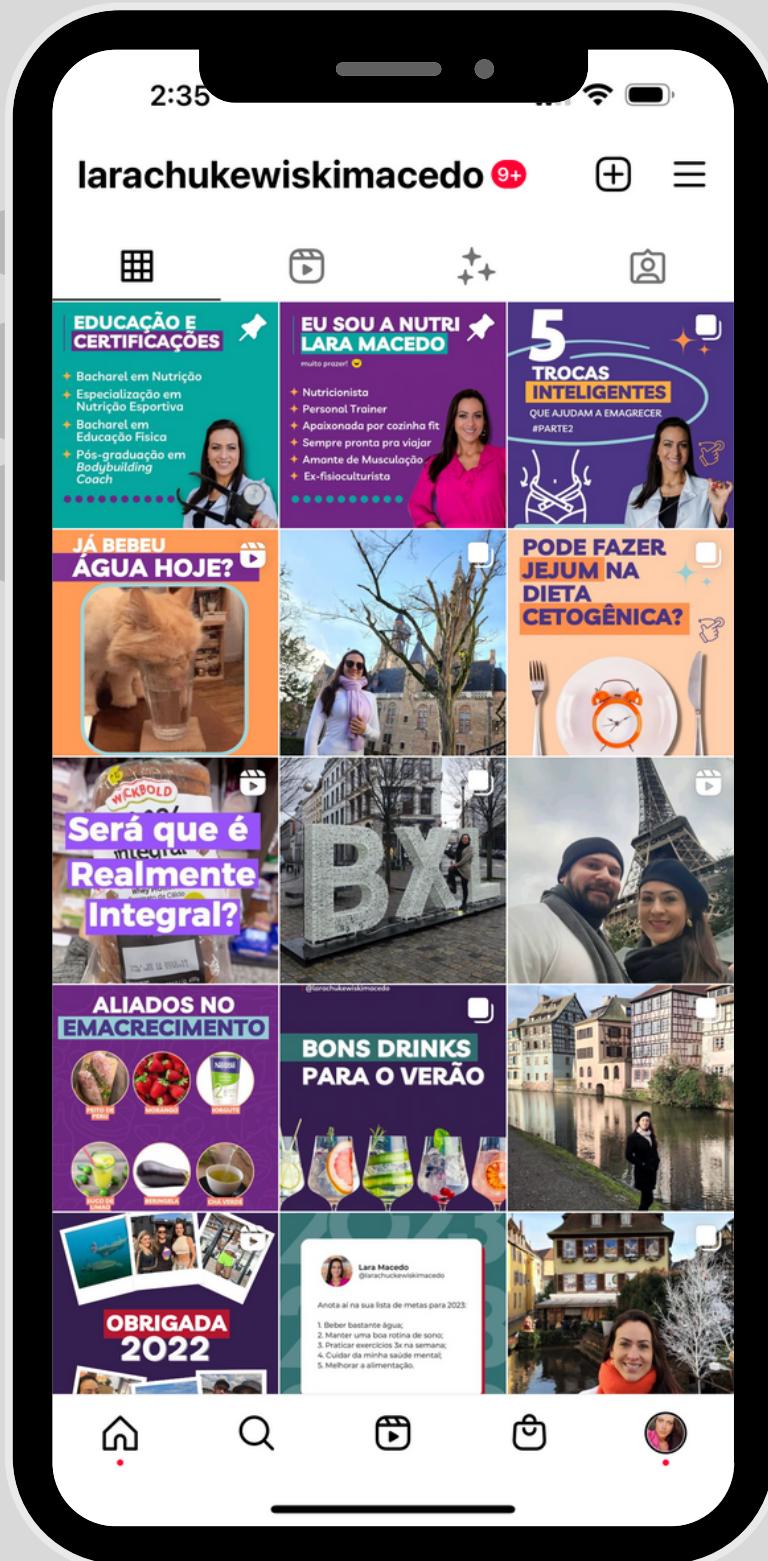
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SOCIAL MEDIA

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MORE POSTS MORE POSTS

• LIVE EVENT

WAF vs Java Runtime Protection

Tuesday, Feb 14th 10 AM PST

Jim Manico Julius Musseau Shannon J. Smith

A promotional image for a live event titled "WAF vs Java Runtime Protection". It features three speakers: Jim Manico, Julius Musseau, and Shannon J. Smith. The event is scheduled for Tuesday, February 14th at 10 AM PST.

IndiGrowth
HEALTH & WELLNESS

10 SIMPLE EXERCISE FOR BEGINNER

WITH MARGARITA PEREZ

A promotional image for "10 SIMPLE EXERCISE FOR BEGINNER" by IndiGrowth Health & Wellness. It features a woman performing a yoga pose.

How to Boost Productivity with ShotGrid

Tuesday, May 10, 2022 10:30 AM PT | 1:30 PM ET

ANNEX PRO AUTODESK Gold Partner

A promotional image for a live event titled "How to Boost Productivity with ShotGrid". It features a screenshot of the ShotGrid software interface, showing a film scene. The event is scheduled for Tuesday, May 10, 2022 at 10:30 AM PT / 1:30 PM ET. Annex Pro and Autodesk are mentioned as partners.

MergeBase Recognized in Gartner®'s Market Guide for Software Composition Analysis

A promotional image for MergeBase, recognized in Gartner's Market Guide for Software Composition Analysis. It features a graphic of a document with a bar chart, set against a background of binary code.

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Introducing MergeBase
In this video, MergeBase CEO Oscar van der Meer introduces MergeBase. Our mission is to protect the software supply chain. We provide a full-featured, developer oriented SCA solution with the lowest false positives in the industry and complete coverage of the DevOps process from coding, building to deployment and run-time.

Software Supply Chain Security
Up to 90% of the codebase of a typical application consists of third-party libraries. Most of these libraries are open source software. Known vulnerabilities in these libraries are very attractive targets for cyber adversaries and have become the largest cause of data breaches today.

MergeBase's SCA

Lowest False Positives
At MergeBase we understand that false positives have a huge impact on productivity and morale. Not only is trying to fix a false positive a huge waste of time, it often takes a developer more time to prove that it is false than it would have taken to fix a true positive. That is why we put consistent effort in reducing false positives and are proud to have the lowest false positive ratio in the industry.

Full Featured
MergeBase covers all major languages and environments from Javascript/NPM, .NET, C/C++ to Java and much more (link to detailed features). It integrates with all major build environments and repositories through dedicated plug-ins. MergeBase keeps your development running at top speed through sophisticated developer guidance that enables your developers to find the best upgrade path in seconds and through suppression management that keeps pipelines running smoothly while maintaining full security governance. In addition, MergeBase gives you full insight and control over licensing and technical debt, so you can manage your legal and technical risk as well.

Complete DevOps Coverage

Welcome to MergeBase Blog
Read about SCA, Vulnerability Scanning, Open Source Security Management and More!

Our latest Blog Post
March 7, 2023
Vulnerability Remediation and Mitigation: Overviewing the Realities of Runtime Application Security
Vulnerability remediation is the process of finding and fixing security vulnerabilities in your systems—and it's an especially important discipline in the world of software supply chain security. Due to the complexities of large organizational systems and lack of available resources, most codebases have known, exploitable vulnerabilities in their runtime applications. This leads to frustration and [...] [Read More >](#)

Categories

- All
- Company
- Container Scanning
- Cyber Security
- Runtime Protection
- SBOM
- SCA
- Secure Development
- Software Supply Chain Security
- Webinar

Featured News

- Snyk Vs MergeBase: What's The Best Software Composition Analysis (SCA) Tool?**
Snyk is the most well-known (and widely marketed) SCA tool in the cyber security industry today—but your application's security shouldn't be settled by a popularity contest. Choosing a software composition...
- Block Duck Vs MergeBase: What's The Best Software Composition Analysis (SCA) Tool?**
Ten years ago, Block Duck was the go-to SCA solution—but in today's rapidly-changing cybersecurity environment, older doesn't mean better, and it's important to understand how industry leaders stack up against...
- Complete DevOps Coverage**
Mend (Formerly WhiteSource) Vs. MergeBase: A Side-by-Side Software Composition Analysis Tool Comparison
- WAF + Java Runtime Protection =
 Massive Attack Surface Reduction**
For twenty years now, the web application firewall (WAF) has been our first line of layer 7 defense against cyberattacks on our Internet-facing applications. While far from perfect, the WAF...

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UX Design and SEO Strategy - MergeBase (Canada)

Startup in the field of cybersecurity with the objective of increasing traffic through SEO and converting more customers to start a free trial.

The project had three parts:

- Optimization and adaptation of all pages for better ranking in Google.
- Redesigning the pages to increase conversion.
- Implementation of on-page and off-page SEO strategies and content to increase traffic.

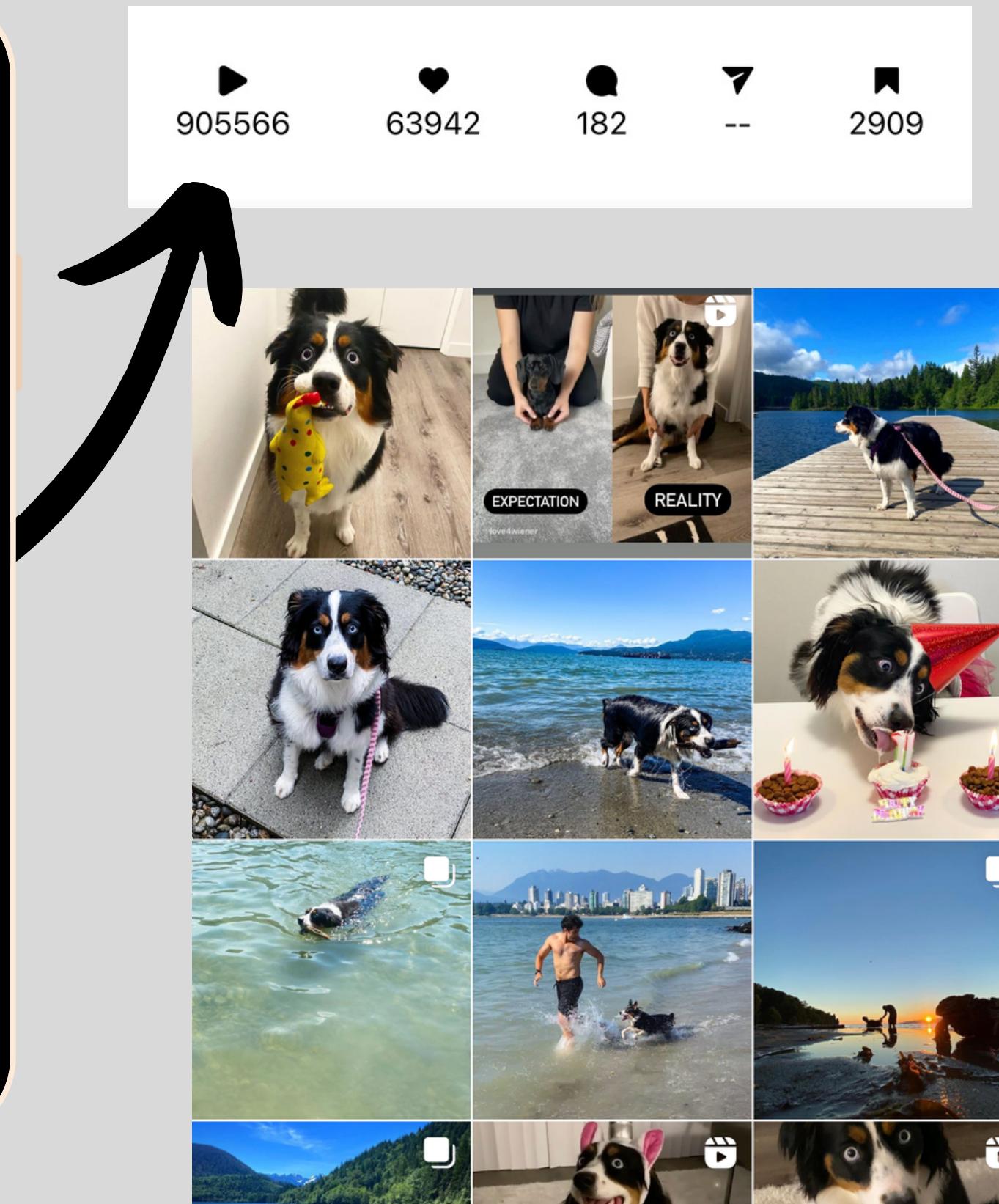
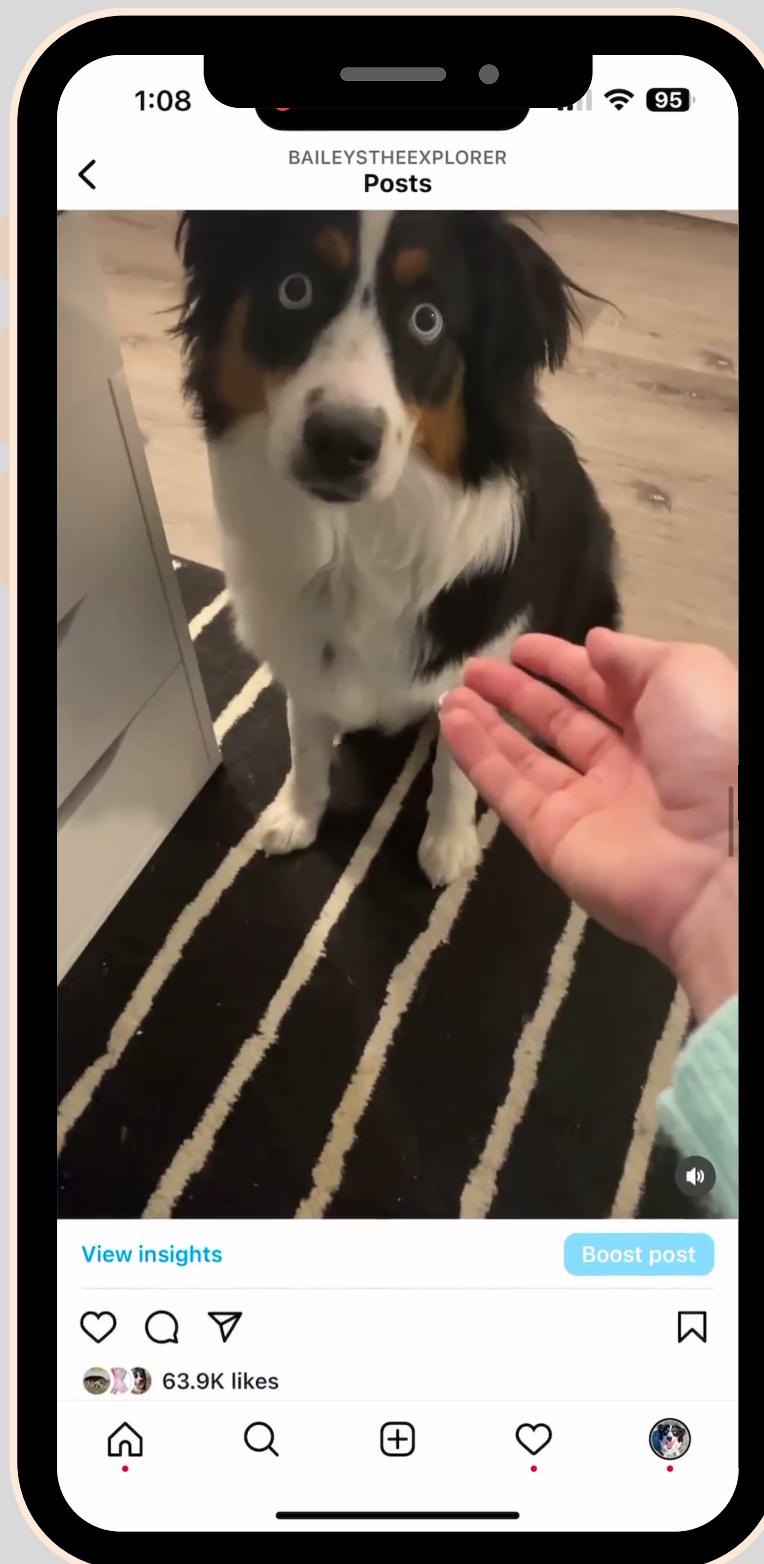
Results:

- 50% more organic traffic after three months
- 3x more free trials started in the first month after the changes
- 3x more traffic than the target.



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CASE STUDY 2



Content Creation for Instagram - Baileys (Canada)

Created content aimed at increasing followers and promoting the account's Amazon affiliate store. More than 100 posts were created in 4 months, with one post per day from Monday to Friday with at least one reels in the week.

Results:

- Almost 1M views in a single reel
- Increase of 2K followers in less than two months
- Engagement increase by 200%

CASE STUDY 3



Event - Bs Autocenter Dunlop (Brazil)

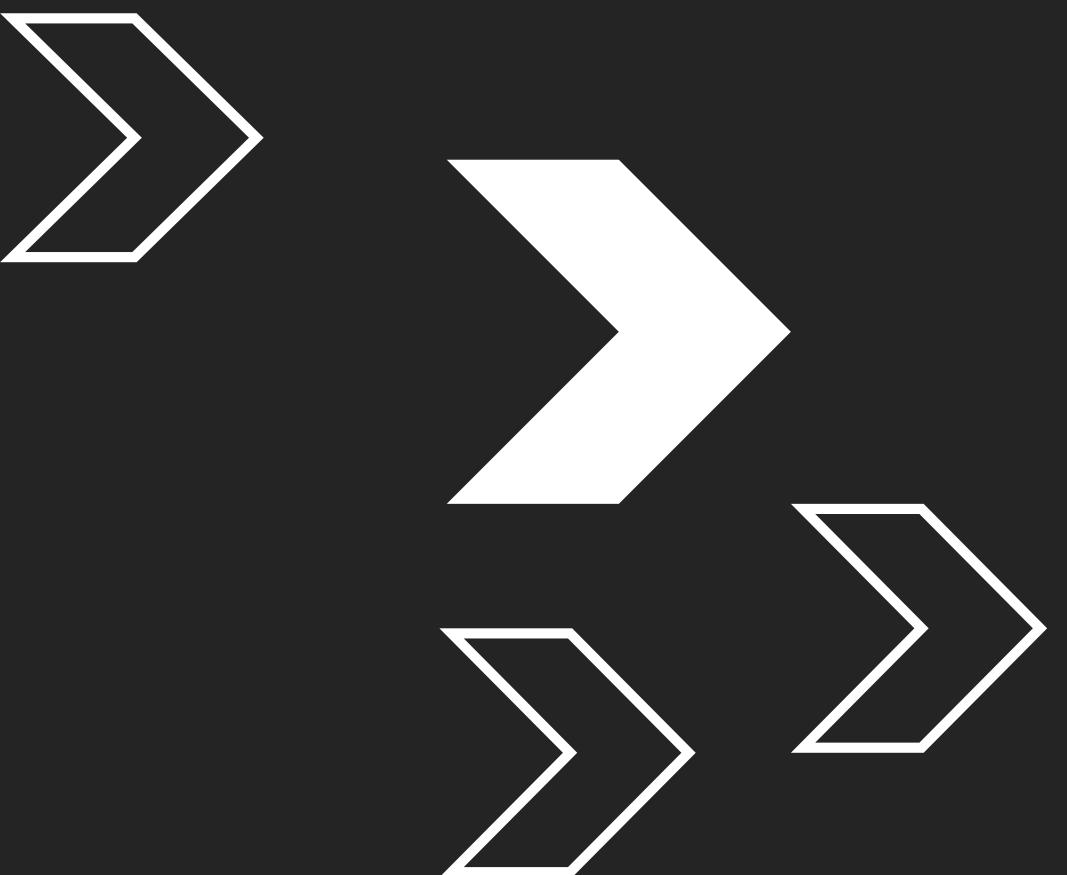
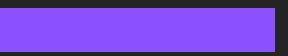
Every year the company organizes an event for all its B2B customers, in which the main objective is to reward the year's best sellers and, in the end, offer discounts for sales. The event was divided into three parts, the first was for all customers to have their hotel and tickets paid for by the company, and the second was a stand at the Autopar Convention, aiming to increase brand awareness among B2C customers and demonstrate the potential of the brand to B2B customers. In the third stage, a post-convention event was held, in which all B2B customers were invited to a dinner night with lectures and awards for the best salespeople of the year, ending with a sales promotion.

Results:

- Autopar Convention – more than 4k people visited the stand during the 3 days of the event
- First step and Post-convention event – 103 B2B clients participated in the event.
- Sales – 80,000 tires sold in just 3 hours, more than 30% of the event's target.

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LET'S CONNECT



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