



# Daniel Lima

**MA In Applied Cultural Analysis**



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## PROFILE

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I have Master degree in Applied Cultural Analysis with focus on International Relations and cross-cultural communication. I am highly motivated to use my extensive knowledge in communication and analysis, to create value for your company. As a professional, I am driven by an urge to develop projects from start to finish, maintaining strict deadlines and working with many balls in the air in the same time. I am currently working as a Nordic Research Executive at Code Institute.

## WORK EXPERIENCE

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**2020-**

**Code Institute, Dublin**

*Nordic research executive*

### **Responsibilities:**

- Understanding cultural differences to promote business in the Nordics.
- Expand network across the Nordic countries.
- Enhance sales and strategy in the Nordic region.

### **Results:**

- Helped identify issues in the marketing and messaging across the Nordics, that helped drive up our sales in the market.

**2019-**

**Usertribe, Copenhagen**

*Freelance Consumer Insight Specialist*

### **Responsibilities:**

- Analyzing interviews and turning them into actionable insights for businesses.
- Understanding businesses needs and deliver insights that create value for the business.
- Be creative in storytelling and create a story the businesses can use to further their products and branding.

### **Results:**

- An analytical project for a client that wanted to understand how people use streaming services and what they find most important. I gave the clients actionable insights into how clients use streaming services and television.

**2018-2019**

**University of Copenhagen, Copenhagen**

*Interview Moderator*

**Responsibilities:**

- Moderating both group and individual interviews in relation to research projects at University of Copenhagen. Most research projects were related to health and active living.
- Being a part of the research environment of a University, learning how to operate in a cross-cultural working place.

**Results:**

- One project was for the center for healthy living, where we were investigating the transition going from a working life style to pension. The data from the interview were analyzed and used to understand and map the different positions and lifestyles seen in the pension lifestyle.

**2018**

**Dentsu Aegis Network, Copenhagen**

*Strategy and Research department, Intern*

**Results:**

My main project was being in charge of the research of a future study, where we uncovered 10 future trends, which were presented for 500 co-workers and partners at the Black Diamond. Furthermore Ad-hoc analytical assignments, doing statistics and personas on different projects.

**Topics:**

- Quantitative and qualitative analysis
- Research and Strategy solution for several studies
- Knowledge of the future society trends.

**2018**

**Danish Church Aid, Denmark**

*Consultant through the University of Copenhagen, project-based*

**Responsibilities:**

- The goal of the project was to enhance the funnel of paying customers for the travel program Go Global in Danish Church Aid, through the program and to become volunteers within the organization.
- Research and analysis of the situation within the Go Global program.

**Results:**

- The result was a presentation for the Danish Church Aid organization, where we illustrated key insights in how to enhance their Go Global program. The key insight was that it is extremely hard to get paying customers to do volunteer work afterwards, because they don't feel like they owe the company anything.

**2015-2016**

**Frithuset, Copenhagen**

*Childcare assistant*

**2015-**

**Flytbar, Copenhagen**

*Freelance catering bar-manager/Cocktail bartender*

**Responsibilities:**

- Responsibility for the bar management during events, both big and small.
- Coaching new bartenders and get them into the proper routines

**Results:**

- Leadership experience in a fast-paced environment, with focus on the costumers needs.
- Managing staff in a both educational and quality manor.

**2016-**

**Copenhagen Cocktail Academy, Copenhagen**

*Freelance Catering Bar-manager/Cocktail bartender*

## **EDUCATION**

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**2017-2019**

**International MA in Applied Cultural Analysis, Denmark**

*University of Copenhagen*

**Key Subjects:**

- Cultural analysis theory and methods
- Fieldwork and Project management
- Strategies for composing Cultural Analysis

**Master Thesis:**

- Understanding of time perspectives in society and the clashes between peoples view on time and the understanding of time in the capitalistic society.

**2014-2017**

**BA. In European Ethnology, Denmark**

*University of Copenhagen*

**Key Subjects:**

- Cultural analysis theory and methods
- Cultural Processes in Europe
- Strategic communication and cross-cultural communication

**Master Thesis:**

- Looking at Nationalism and the potential clash between nations national emotions and the European Union's idea of a joined Europe.

**2017-2017**

**Exchange Program involving courses in international relations, Portugal**

*University of Coimbra*

**Key Subjects:**

- International Relations
- History of the European Union
- Cultural theory in relation to the European union

**2010-2013**

**Social Sciences and media, Denmark**

*Norre Gymnasium, High school*

## **COURSES AND INTERNSHIPS**

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**2019**                      **Erasmus + Youth Exchange, Denmark**  
*It's about us, Facilitator*

**Description:**

A cross-cultural project with participants from Denmark, Cyprus, Spain, Turkey, Greece, Poland and Croatia. The goal was Self-development and understanding of cross-cultural problems, within the European Union.

**Topics:**

- Non-formal learning on the cross-cultural problems within the European Union.
- Self-development through Meditation and Joga.

**2019**                      **Erasmus + Youth Exchange, Egypt**  
*Fly to Volunteer, participant*

**Description:**

A cross-cultural project with participants from Denmark, Sweden, Morocco, Finland, Ukraine and Egypt. The goal was to create opportunities for volunteer work in a foreign country than your own.

**Topics:**

- Brainstorm on ways we could promote opportunities for foreign volunteering.
- Understanding cultural diversity.
- Understanding on Arabic culture.

## **SKILLS AND INTERESTS**

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**IT:** Proficient use of MS Office package (Excel and Power point), PC-AXIS (moderate user), Google Analytics (Light user)

**Interests:** Playing football is among my greatest life joys, besides that I have a goal of seeing the whole world.

## **LANGUAGE SKILLS**

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**Languages:** Danish (native), English (fluent), Portuguese (fluent), Spanish(B1)

## **REFERENCES**

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Contact information for references will be provided at job interview