



Eduara Carpi

Date of birth: 06/05/1996 | **Gender:** Female | **Nationality:** Brazilian, Italian (obtaining process)

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WORKING EXPERIENCE

● Junior Backend Developer

LWSA - Wake | Síntese Soluções

07/11/2022 – Current

Location: Sao Paulo, Brazil

Company or sector: **Technology**

I actively contribute to the evolution of the products of the Síntese Soluções team SinB2C, SinB2B, SinOMS, SinTalk, among others. I implement improvements, integrate operators and any other service contracted by the customer with our solutions, ensuring efficient system integration. Performance in resolving development-related support tickets.

● Team Leader | E-commerce e Marketing

Tennisbar

22/09/2021 – 28/05/2022

Location: Sao Paulo, Brazil

Company or sector: **Retail and trade**

I joined the brand with a mission to transform a retail model that operated only in physical stores into an omnichannel model focused on ship-from-store, performing 360° e-commerce registration in VTEX and tracking requests with agencies.

I was also responsible for Marketing where I brought innovation and sustainability to Internal Marketing, Digital and Strategic Marketing projects, including leading the team in business model planning.


My leadership was focused on developing a capable, efficient and humanitarian team, always seeking the professional growth of each member. I led projects collaboratively with all teams, prioritizing the representation of our suppliers and company values in all actions. I also acted as an intermediary for employee ideas with the board of directors, valuing everyone's participation.

I have skills in project management, management, team leadership, Google Analytics, social media, social media marketing and social media advertising, which have allowed me to have a complete and strategic vision of marketing and internal marketing activities. My goal was to bring total satisfaction both within the company, with a committed and aligned team, and for our customers, with innovative and effective strategies.

E-commerce Analyst

Infracommerce Synapcom

13/10/2020 – 20/09/2021

 Sao Paulo, Brazil

Company or sector: **Technology**


I have carried out product registrations and updates for major brands using Ábacos ERP systems and the VTEX platform, ensuring data accuracy and correct system integration.

I became a specialist in product registration and unit and bulk pricing.

E-commerce Assistant

Trousseau

03/12/2019 – 05/10/2020

 Sao Paulo, Brazil

Company or sector: **Retail and trade**

I registered products, product specifications and SKUs, as well as managed payment methods and logistics on an e-commerce platform. I also worked on making changes to the banners, collections and category trees, with the aim of optimizing the appearance and usability of the site. Additionally, I created and issued campaigns, promotions, gift certificates, vouchers and coupons, with the goal of maximizing sales and customer engagement. Made configuration changes via Masterdata, OMS and CMS, Vendors and Loja Environment within the legacy VTEX platform, ensuring correct configuration of resources and functionality.

I prepared sales reports based on QlikView and Google Analytics data, with investment analysis compared to the target, ROI and ROAS calculation, to support strategic decisions. I also constantly monitored the media, creative, SEO, CRO and front-end teams in maintaining the website, ensuring the quality and performance of the website in terms of marketing and user experience.

I actively participated in Omnichannel projects, providing for the configuration of Sellers on the platform, administration and intermediary between payment gateway, agency, shops, IT and internal sectors involved in the project, ensuring the correct integration and functioning of the project as a whole.

Traffic Light Maintenance Technique

Arc

27/01/2015 – 02/01/2019

 Sao Paulo, Brazil

Company or sector: **Construction and urban transport**

I carried out the maintenance of the traffic lights and their components in service of the CET - Traffic Engineering Society. This included reading and developing sketches and models, implementation and maintenance of traffic light controllers, control panels and related electrical networks, general programming of traffic light controllers and basic to advanced knowledge on various machines such as DP40, Green Wave, Green Wave BR, CD100, CD200, CD300, FCA, T99, T400, T800, T900, TSCIII, GIT, RMXV, Tesc III, FlexCon IV, PTC, DP40, among others.

Furthermore, I carried out general technical and electrical maintenance, including replacement of boards such as power module, CPU, MCX communication board and source module, organization of terminal blocks, replacement of contactors and assembly and maintenance of Focus Group. I also carried out maintenance on button panels and UPS load changes.

These activities required specific knowledge and advanced technical skills in the sector of traffic lights and their components, ensuring the adequate functioning of the systems and the safety of urban traffic.

VOLUNTEERING

Historical Documents Analyst

Family Search

01/01/2022 – Current

 Sao Paulo, Brazil | <https://www.familysearch.org/getinvolved/opportunities>

● Copywriter | Inclusion and Diversity

LWSA

01/01/2024 – Current

📍 Sao Paulo, Brazil | <https://ri.locaweb.com.br/>

EDUCATION AND TRAINING

● Marketing

Faculdade Estácio

30/01/2022 – 30/12/2023

📍 Sao Paulo, Brazil | <https://estacio.br>

● Vtex IO e Legacy

E-commerce Analyst with Specialization in VTEX Architecture

20/04/2023 – 20/06/2023

📍 Sao Paulo, Brazil | <https://vtex.com/pt-br>

● Front-end

LAB 365

01/04/2023 – 20/03/2023

📍 Sao Paulo, Brazil | <https://lab365.tech>

● VSSUMMIT 2023

VSSUMMIT - Visual Studio Summit

01/04/2023 – 15/04/2023

📍 Sao Paulo, Brazil | <https://rdsummit.rdstation.com>

● SoulCode

Full Stack - Java & Angular

01/05/2022 – 30/08/2022

📍 Sao Paulo, Brazil | <https://soulcode.com>

● C# e Razor Pages Trail

balta.io

01/10/2022 – 29/10/2022

📍 Sao Paulo, Brazil | <https://balta.io>

● SQL Server

Udemy

01/09/2022 – 30/09/2022

📍 Sao Paulo, Brazil | <https://www.udemy.com>

● Microsoft Excel Avanzato

Ninja do Excel

03/02/2021 – 20/02/2022

📍 Sao Paulo, Brazil | <https://ninja.eadplataforma.app>

LANGUAGE SKILLS

Native language

Brazilian Portuguese

Other languages

<div>Italian</div> <div>Listening</div> <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>B1</div>	<div>Spanish</div> <div>Listening</div> <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>B1</div>	<div>English</div> <div>Listening</div> <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>A2</div>
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DIGITAL SKILLS

Programming Languages

C#, Dotnet | Database (SQL Server and MySQL) | Node.js, Vue and Angular | Flutter (Dart) | HTML, CSS and JavaScript | Java | Ease of Learning New Software

Marketing and Office

Social media | Microsoft Office - Word, Excel, Power Point | Gmail | Google | Outlook