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| University Degree  BIRMINGHAM CITY UNIVERSITY, MSC. MANAGEMENT/ENTREPRENEURSHIP, 2018  UNIVERSITY OF LINCOLN, BA. MEDIA PRODUCTION 2016 | Academy Stream  DevOps - Technical Stream |

## SUMMARY

A resilient person with a strong sense of self-development. Has a curious personality, which naturally embraces new experiences. Thrives off stimulating environments and is always looking to understand what’s going on around her. Evaluates all the parameters and commits to realistic and enthusiastic challenges within feasible risks and limits. An adventurous person that likes to understand, share and contribute knowledge. Diligent, hardworking and passionate. Believes that it is important to analyse and recognise setbacks and find ways to improve in all areas of life.

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## Academy Experience

#### Business Skills

Description: *A continuous development that explores the world of business and projects therein. A focus on understanding their role within organisations and communicating effectively with the people around them.*

Skills: Effective communication, networking, negotiation, project life-cycles, development life-cycles, time and task management, stakeholder analysis/management, memory techniques, network diagrams, WBS and dependencies, presentation skills.

#### Software Testing

Description: *Spartans are pushed to become diverse testers with a wide breadth of competencies across traditional and modern projects in real world scenarios.*

Skills: Developing and managing test cases and strategies, test design, structured exploratory/session/risk/functional/usability/performance-based testing, black box/white box techniques, JMeter, defect management, root cause analysis, Jira & Confluence.

#### Automation

Description: *Combining a testers mind with a developers’ skill-set, this is not just theory - labs and drills are run regularly on real life projects to build confidence ready for work on client-site.*

Skills: Cucumber, Capybara, Watir, Gherkin, Selenium Web-driver IDE, BDD, TDD, specification by example, RSpec, SBE, features and scenarios, writing features, page and data models, page objects.

#### Agile

Description: Practiced continually throughout the academy, the mind-set, ceremonies, and continuous integration creates a highly knowledgeable agile expert.

Skills: Scrum, user stories, personas, acceptance criteria, backlog and estimation, retrospectives, stand-ups, Kanban, agile tooling, continuous delivery, extreme programming.

#### Ruby and databases

Description:  *As a second language taught at the academy, ruby is perfect to assure your automation framework will be utilised optimally.*

Skills: Relationships and modelling, functions, classes and objects, building web apps, Sinatra, ERB Templates, Rails, Routing, validations, relationships, authentication, asset pipeline, advanced relationships and nested resources, Heroku, database interaction, SQL, MongoDB.

## Academy Projects

#### Name of Project: Flippin’

#### Description: a browser game developed using html, CSS and JavaScript. The memory game gives a selection of 16 cards (8 pairs) from which the player has to flip the cards to find hidden matching pairs. This project allowed further development of skills such as researching, planning, time management and presentational skills alongside allowing me to apply the skills taught on the course so far.

## Employment History

***NOTTINGHAM TRENT UNIVERSITY / RESEARCH ASSISTANT (FREELANCER) - JAN 2017/PRESENT***

* *Assisting in the research and collection of qualitative and quantitative data.*
* *Completing forms and application deadlines for administrative purposes.*
* *Supporting and dissolving difficulties that arose as part of research work.*

***ARTEVIVA EDITORA / DIGITAL CONTENT AND MARKETING STRATEGIST - AUG 2016/JUL 2017***

* *Research and development for Industry and Market Analysis.*
* *Branding/ID evaluation, website creation and management.*
* *Customer Relation Management (CMR) maintenance.*
* *Building an online platform for sales and on/offline brand awareness and influence for both the company and its events and cultural projects.*
* *Community management via monitoring all digital actions with identified KPIs (engagement, drive to store, sales impact, among others).*

***MOMENTS EVENTOS / ADVERTISEMENT OFFICER AND PROMOTER- JUN 2014/SEP 2014***.

* *Overseeing the advertising activity of the business.*
* *Forming and directing the business strategy for advertisement.*
* *Implementing advertisement campaigns and assisting in supervising various advertising related departments.*
* *Planning, storyboarding and brainstorming for advertisement materials and campaigns.*

## Education

***BIRMINGHAM CITY UNIVERSITY / MSC MANAGEMENT ENTREPRENEURSHIP / SEP/2016 – JAN2018***

###### Modules:

* Marketing Management
* Operations Management
* Individual and People Management
* Managerial Accounting and Finance
* Entrepreneurship and Enterprise
* Strategic Management
* Research Methodologies
* New Venture Creation
* Entrepreneurship in Practice
* Entrepreneurship Project

Final Project: Business Plan- Online Advertisement and Marketing Company.

Had to create and develop a business start-up idea, in which the work was focused on building a comprehensive online advertisement and marketing company specialised in offering material for social medias for SMEs in the UK and the Portuguese market. As founder of the idea had to perform different roles such as researcher, interviewer (by using questionnaires and face-to-face interviews). My work would be monitored with KPIs, Hoot Suite and Google analytics.

#### University of Lincoln / BA Media Production / Sept/2013 – Jun/2014

###### Modules:

###### 1st Year:

* Radio and Sound
* Production Planning (TV)
* Design and Visual Communication
* Digital Media
* Photography
* Script, Screenwriting and Realisation
* Mediation and Representation 1
* Mediation and Representation 2

###### 2nd Year:

* Analysing and working in the media industries
* Design Projects
* Film Production Projects
* Globalisation and Contemporary Culture
* Analysing and Working in the Media Industries

###### 3rd Year:

* + Creative Enterprise
  + Creative Industry Case Studies
  + Media Project 1 (Film Production)
  + Media Project 2 (Film Production)
  + Media Independent Study

Final Project: Women's Representation in Film.

Analysed how females are represented in the film industry, throughout their lifetime cycle - from childhood to teenage years, to young adult, to adults (included pensioners) within different genres and with different audiences in mind. Examined how these representations influence the cultural and social perception of women and the hazards they face to human development.

## Certifications

#### MANAGEMENT AND LEADERSHIp/ chartered management institute / SEP 2017 - SEP 2018

#### ebmc bootcamp and final/ HOCHSCHULE DER MEDIEN/ 2017

#### semi final european business model competition ebmc/ HOCHSCHULE DER MEDIEN/ 2017

#### digital cities week – bbc three/ bbc three / 2017

#### annual conference west middlands boarD – management under uncertain times/ CMI/ 2017

#### Master class “Broadcast and production”/ royal tevelvision/ 2016

#### masterclass “Production- A to Z”/ blueprint/ 2016

#### digital marketing/ e-futuro / 2013

## Hobbies/extra Curricular activities

* Reading
* Reading up on historical event
* Blogging
* Music
* Drawing and creating media art

## Volunteer Work

#### AMMA/ an Organisation working for womens’ rights

#### Founder member of an association that works towards to promoting gender equality rights. Developed promotional material, recruited other members, performed clerical assistance, stablished relations with key players such as government, media, private organizations, Ong’s and others.

#### Chartered management intititue/ west middleands board

#### Worked as a student ambassador helping in the organization and promotion of events. As an advocate of the Board and the Institution had the opportunity to share students and other stakeholders’ impressions and exchange feedbacks in relation to the services delivered and its importance.