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| University Degree  Birmingham City University, MSc. Management/Entrepreneurship 2018  University of Lincoln, BA. Media Production 2016 | Academy Stream  SDET - Technical Stream - Software Engineering |

## Summary

A young postgraduate professional experienced in RD, digital marketing, communication and film and media production. I am also passionate about Business and Management, Creative and Technology Industries. I consider myself a resilient person with a strong sense of self-development.

## 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: My Game – Flippin’

Description: An app game developed by using HTML, CSS and JS.

List of relevant accomplishments: Create a game from scratch applying general learnings of the course, time management.

## 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 applications deadlines for administrative purposes.

Supporting and dissolving difficulties in the 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.

Costumers Relation Management (CMR) maintenance.

Building an online platform for sales + on/offline brand awareness and influence for both - the companies and its events and cultural projects

Community management with monitoring all digital actions with identified KPIs (engagement, drive to store, sales impact, etc).

***Moments Eventos / Advertisement Officer and Promotor- Jun 2014/Sep 2014***

Repetition of previous learning and knowledge, performed at higher accuracy and standard.

Oversees the advertising activity of the business.

Forming and directing the business strategy for advertisement.

Implementing advertisement campaigns and assists in supervising various advertising related departments

Plans, storyboards and brainstorming for advertisement materials and campaigns.

***Moments Eventos / Advertisement Officer and Promotor-Aug 2013/Sep 2013***

Oversees the advertising activity of the business.

Forming and directing the business strategy for advertisement.

## Education

***Birmingham City University / Msc Management Entrepreneurship / Sep/2016 – Jan2018***

###### Modules:

* Marketing Management,
* Operations Management,
* Human Resources 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.

I had to create and develop a business start-up idea, in which my work was focus on building a comprehensive online advertisement and marketing company specialised in offering material for social medias for SMEs in UK and in Portuguese market. I was the founder of the idea, as the research, interviewer (questionnaires and person). My work would be monitored with KPI’s and 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.

I analysed how females are represented in the film industry, throughout their lifetime cycle (from childhood, teenage years, young adult, adults (included pensioners) with different genres and audiences in mind; and how these representations influence the cultural and social perception and its hazards to the human development.

## Certifications

#### Certification Name / Body

###### Example Modules: List your modules

Management and Leadership- Level 6 / Chartered Management Institute

Digital Marketing / E-Futuro

Semi Final European Business Model Competition EBMC

EBMC - Final - German

Annual Conference West Midlands Board - Management under uncertain times

## Hobbies/extra Curricular activities

* Reading,
* history,
* blogging,
* exhibitions festivals,
* music
* drawing and creating media art.

## Volunteer Work

#### Institute / Course Title / Month/Year – Month/Year

AMMA – An organisation working for women rights

Chartered Management Institute - West Midlands Board