**Miss. Isabel Martins Buta**

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**Personal Statement**

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.

**University Degree**

Birmingham City University, Msc. Management/Entrepreneurship Sept 2016 – Jan 2018

University of Lincoln, BA. Media Production Sept 2012 – May 2016

**Academy Stream**

SDET - Technical Stream - Software Engineering

**Academy Experience**

**BASH**

* Description: Introduction to Unix shell command language developed as a free software replacement for the Bourne shell. Learning and acquaintance with all basic of the language and creating folders, finding files, deleting information, etc.
* Skills: Basic language specifics and commands, necessary skills, networking and presentation skills

**HTML 5**

* Description: Initiation to the HTML language, its history and premises. Build the essential knowledge to design a website app. with audiovisual content material embedded. Linking BASH learnings with the HTML5 language.
* Skills: Presentation skills and feedback, agile management, group work, etc.

**CSS 3**

* Description: Understanding different concepts and apply customised details to the relevant HTML working material. Improvement of the past exercises and applying CSS3 to create new layouts.
* Skills: Self-development, resilience, presentation skills

**GIT and GIT HUB**

* Description: Introduction to GIT and backup material from personal computer to others or from others. Get used to the language, practicing and use of basic essential GITs which are crucial for a successful save and share in the HUB.
* Skills: Group collaboration, presentation skills

**MEDIA QUERIES**

* Description: Continuation of customised resources, this time for a range of print and screen devices and layouts. Use of media queries to the right case and understand its methodologies.
* Skills: Self-development, adaptability, persistence, presentations skills,

**BOOTSTRAP**

* Description: Reference to the auxiliary code help booklet as a matrix to solve pre-made needs and frequent issues and go to place to resolve all kind of situations.
* **Skills:** Research, can do attitude, perks of the profession

**MARKDOWN**

* Description: Getting familiar with the markdown script software to type and understand its relevance within diverse environments and the ability to pass detail and specialised information to unfamiliar stakeholders.
* Skills: Agile behaviours, group work, individual work, professional skills and behaviors expectations

**JAVASCRIPT**

* Description: Initiation to the high-level, interpreted programming language JS, a core technology of the “WWW” content engineering. Introduction to variables, datatypes, control flow, functions, scope, loops and other functionalities of the language.
* Skills: Angular JS, switch statements, inbuilt methods, intervals, closures, perseverance,

**JQUERIES**

* Description: A JavaScript framework tool- a concise library which allows HTML documents layouts, animations and other general uses.
* Skills: time management, HTML/DOM manipulation, CSS,

**Academy Projects**

Name of Project: Media Place Website App

* Description: Creation of a website App with the use of BASH and adding media material (video, image and sound).
* List of relevant accomplishments: Learning of basic language and commands, build a website App, embed material within the App.

Name of Project: My Instagram Layout [two columns]

* Description: The layout of Instagram social media by using columns and creating forms using HTML.
* List of relevant accomplishments: Create two columns layout, apply customised requirement to the page.

Name of Project: My Profile App

* Description: A project based on the design of a profile project to develop our own CV and selling skills.
* List of relevant accomplishments: Modify the layout of the pre-made script, apply personal information with the use of various medias, change logo, etc.

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, project management.

**Additional Skills**

Production Planning, Research skills, CMS Customer Relationship Management, Creative Thinking, Digital Marketing, Hoot Suite, Google Analytics, Premiere, Avid, Photoshop.

**Language**

English -professional proficiency, Portuguese- (mother), Spanish -professional proficiency, French -basic proficiency

**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.

**Certifications**

Management and Leadership- Level 6 / Chartered Management Institute

Digital Marketing / E-Futuro

Semi Final European Business Model Competition EBMC

EBMC - Final - German

**Continuous Professional Development**

Digital Cities Week - BBC Three, Birmingham, Birmingham, U, 2017,

EBMC Entrepreneurs Brain Made in Campus - Bootcamp, Stuttgart, Germany , 2017

Annual West Midlands Conference “Management Under Uncertain Times”, Birmingham, UK, 2017

BCU/Erasmus+, Study Visit with thematic “Refugee, Economic Migrations, Modern Day Slavery and Human Rights, Karlsruhe, Germany, 2017

EBMC Semi-Final Entrepreneurs Brain Made in Campus, England, UK, 2017

Royal Television “Broadcast and Production”, Master Class, London, UK, 2016,

Blueprint “Production – A to Z”, Lincoln, UK, 2016

**Hobbies**

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

**Honours and Awards**

EBMC Semi-Finalist Winner-England Competition

EMBC - European Business Model Competition - Audience Award – German, 2017

BCU Award

**Volunteer Work**

AMMA – An organisation working for women rights

Chartered Management Institute - West Midlands Board