CURRICULUM VITAE

Personal details

Name	Rafael de Castro Domingues
Location	Porto Alegre, Rio Grande do Sul - Brazil
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Born	23 February 1999
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Portfolio	behance.net/rafaeldomingues

Personal Characteristics

Languages	Portuguese (native speaker), English (fluent), Mandarin (Basic).
Career focus	I'm looking for a company with the capacity to invest and develop new high-potential professionals who are open to learn, who knows the value of investing in new ideas and establishing long-term commitments, a place where I can have opportunities to develop my skills.

Academic Background

2018 - 2021   **Advertising and Marketing, Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS)**

Courses and projects included:
- Strategic Market Project
- Brand Activation and Omnichannel Experiences
- International Marketing
- Campaign Project

Bachelor's thesis: Minimalism and the Influence of Advertising on Purchasing Decisions in the Digital Medium

Work Experience

Current   Labora Tech
SP - Remote   **Design and Marketing Manager**
- Leading UX /UI design, from user research to prototyping and implementations;
- Creating and managing engaging marketing campaigns across digital channels;
- Designing visual content for social media, presentations, and web platforms;
- Conducting usability testing and iterating designs to enhance user experiences;
- Analyzing marketing performance to drive data-driven decisions.

2024 - 2024
USA - Remote

Stealth Manager White Label Agency
Sales Development Representative (SDR)
- Identification and approach of potential customers to develop new business opportunities.
- Compilation and organization of a list of contacts qualified as leads, representing potential customers interested in products or services.
- Coordination and scheduling meetings and appointments, facilitating interaction between the company and potential clients.
- Conducting meetings with clients to understand needs, present proposals, and prepare project budgets.

2022 - 2024
Porto Alegre

Berro Motion
New Business Assistant
- Identification and approach of potential customers to develop new business opportunities.
- Compilation and organization of a list of contacts qualified as leads, representing potential customers interested in products or services.
- Coordination and scheduling of meetings and appointments, facilitating interaction between the company and potential clients.
- Conducting meetings with clients to understand needs, present proposals, and prepare budgets for projects.
- Administration of activities related to the newsletter and LinkedIn presence, including content creation, interaction, and maintaining the company's visibility on these platforms.

2021
SP - Remote

Hounders Sales Intelligence
Business Development Representative (BDR)
- Identification and approach of potential customers to develop new business opportunities.
- Compilation and organization of a list of qualified contacts as leads, representing potential customers interested in products or services.
- Coordination and arrangement of meetings and appointments, facilitating interaction between the company and potential clients.

2020
Porto Alegre

Suno Paim
Social Listening and Customer Service
- Oversee and administer activities on social media platforms, including content creation, user engagement, and metric analysis.
- Monitor and analyze conversations and mentions on social media to understand sentiments, opinions, and trends related to a brand, product, or specific topic.
- Recognize opportunities and develop strategies for implementing actions or marketing campaigns based on social media analyses and organizational goals.

Courses

2024   UX Design Institute (in partnership with ESPM)
UX Design (130 hours - Online): User Experience, UX Agile, Research, Prototyping, Usability, Workflow.

2022- 2023   British School of Creative Arts & Technology (EBAC)
Concept Art (60 hours - Online): Light and Color, Composition, Chromatic Theory, Introduction to 3D, Photobashing, World Building.

Other Information

Computer   Figma/FigJam, MS-Office/Google Tools, CRM Software, Adobe Photoshop, Adobe Premier, RD Station.