



Lucas Fernando Geron

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Brazilian, based in Pato Branco - PR, Brasil, 29 years old, single, no children.

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Summary and Objective

Access the digital version of this document at: lucasgeron.github.io

I am ambitious and proactive, always seeking challenges that allow me to grow professionally and contribute to the financial success of the company I work for. I am extremely organized and enjoy participating in important projects, whether as a leader or as an active member of the team, always working with clear goals.

I have an observant and realistic profile, with the ability to identify business opportunities and analyze information in a coherent and well-founded manner. Scrum and effective communication are parts of my work routine.

Academic Education

U.T.FPR - Campus Pato Branco

Bachelor of Computer Engineering

july 2011 - december 2013 - Dropout

Reason: Course geared towards hardware and not much towards software.

U.T.FPR - Campus Guarapuava

Technology in Systems for Internet

july 2015 - june 2023 - Graduated

Note: Locked in 2018/2 and continued in 2022/2 due to pandemic.

Main Skills

■ Web Dev Workspace ■ Google Workspace ■ Creative Workspace ■ Microsoft Workspace

[Javascript](#) [Laravel 8.0](#) [PHP](#) [MySQL](#) [Ruby](#) [Rails](#) [Bootstrap](#) [Tailwind](#) [Materialize](#)

[HTML](#) [CSS](#) [Python](#) [Linux](#) [Github](#) [Heroku](#) [VPS](#) [Cloud](#) [Server](#) [Docker](#)

[Web-Apps](#) [Google Apps](#) [Scripts](#) [Spreadsheets](#) [AppSheet](#) [Docs](#) [Slides](#) [Drive](#) [Data Studio](#)

[Photoshop](#) [Illustrator](#) [Lightroom](#) [Bridge](#) [After Effects](#) [Media Encoder](#) [Final Cut Pro X](#)

[Power BI](#) [Power Query](#) [DAX](#) [World](#) [Excel](#) [Power Point](#)

Professional Experience

UTFPR - Graduation Project

Full Stack Developer - Ruby on Rails | november 2022 - june 2022 (8 months)

Guarapuava, Paraná, Brasil

I developed a Ruby on Rails application, from the conception of the problem to its launch in production, with the goal of managing negotiations and mapping classes for graduation companies. The project was carried out as a Final Course Project at UTFPR. The application has support for Docker, integration with AWS S3, and makes use of the main Ruby Gems. It is hosted on Heroku and has test coverage and CI/CD configuration. The application also has an intuitive and user-friendly interface and presents analytical reports according to the information recorded on the platform.

Cross Formaturas

Final Art to Process Manager | october 2015 - november 2022 (**7 years e 2 months**)

Guarapuava, Paraná, Brasil

I started my career as a Final Artist and was quickly promoted to Creative Supervisor. During this period, I performed operational and strategic work, developing methods to integrate, automate, and perform routine tasks more efficiently. I coordinated three teams, all currently self-managed, and led Marketing projects such as brand rebranding and its new visual identity, renowned party campaigns, and institutional materials. I developed the company's website, which has a news blog, form management, and image upload, as well as being associated with Google Analytics and integrated chat services.

In addition to managing the demand of the creative sector, I contributed by developing fundamental spreadsheets for the company's financial management, checklists, service orders, and the integration of various tools such as event calendar and time bank. Upon taking over the management of the after-sales sector, I contributed by developing organizational charts, flowcharts, and diagrams of the company's processes, allowing for the optimization of demand management and business intelligence.

Expanding my area of operation, I contributed to the development of important projects for the company, such as the elaboration of all Positions and Functions with the aim of formalizing the organizational structure and encouraging employees to advance in their professional careers. I created Management Dashboards using Microsoft Power BI, compiling data from spreadsheets, CRM, and web applications to generate analytical reports. I developed a Commercial Proposal Generator system to optimize value management and generate more profit. I led a large project with partner companies to study and implement improvements in the company's processes.

Sponte Informática

Customer Support | august 2012 - february 2015 (**2 years 7 months**)

Pato Branco, Paraná, Brasil

I provided technical support to the client through chat, phone, and remote connection. I created system instruction manuals (FAQ), followed up on calls and corrections, and conducted training and implementations for new clients. After a year, I was promoted to the banking configuration area, where I performed configurations for issuing bank slips and invoices. I had more contact with CNAB files, bank homologation, and acquired knowledge in electronic invoicing.

Extra Training

Investment in Real Estate Fund

Suno Research | 2022 | 10 Hours

Excel + Power BI *Outstanding Student Award*

Softgraf Guarapuava | 2022 | 70 Hours

Training for Leaders

Kellen Kretschmer Training | 2021 | 20 Hours

Complete Course of Pure Ruby

OneBit Code | 2020 | 5 Hours

Communicate *Outstanding Student Award*

Kellen Kretschmer Training | 2019 | 24 Hours

Laravel 8.0

Especializa T.I | 2018 | 6 Hours

Social Media Strategist

Plugcitários | 2018 | 12 Hours