

LUÍS FERREIRA

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CONTACTS

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INTERESTS

Developing APIs with **Python (Flask, Django)** integrated with **Vue.js**, and advancing in Machine Learning using **PyTorch**.

EDUCATION

Software Developer

CESAE Digital
2024

Programming and development of web and mobile platforms, database management and software engineering.

HTML, CSS, Java, Laravel, Angular, Kotlin, iOS Swift, SQL Server.

Digital Marketing Foundations

EDIT - Disruptive Digital Education
2018-2018

Understanding of the main components of Digital Marketing: **SEO, Facebook Ads, Google Adwords, E-mail Marketing, Content Creation, Results Analysis**, among others.

Cinema & Media Production

ESAP - Escola Superior Artística do Porto
2004-2008

Film and television directing, production, camera operation, sound editing and post-production.

LANGUAGES

Portuguese, English and French.

ABOUT ME

I have recently retrained in software development, combining my skills in marketing with a passion for technology to create innovative solutions for digital challenges.

My focus is on leveraging my unique blend of expertise to drive impactful projects and contribute to technological improvements.

PROFESSIONAL EXPERIENCE

Software Developer Intern

Sogrape Vinhos, SA

Jun-Oct 2024

- Develop and deploy complex applications using Outsystems platform.
- Collaborate with cross-functional teams to gather requirements and design solutions that meet business needs.
- Implement scalable and maintainable software architectures, ensuring high performance and security standards.
- Optimize application performance through thorough testing and debugging.
- Integrate third-party services and API's to enhance application functionality.
- Create and maintain detailed documentation for all development processes and procedures.

Marketing Manager

Del C Ávila Group

2021-2023

- Developed and implemented specific strategies to boost online sales.
- Continuously analyzed and improved the sales process, from acquisition to customer retention.
- Supervised and optimized online platforms, including websites and marketplaces.
- Coordinated efforts to increase traffic and sales through digital channels.
- Utilized metrics to assess campaign performance and ensure effective return on investment.

Digital Media Manager

Onsoccer International SA

2016-2021

- Developed and implemented digital marketing strategies.
- Analysed data to optimize the performance of online campaigns.
- Supervised and managed social media, paid advertising, and other online tools.
- Used data to guide marketing decisions and production of performance reports.