

Marcel Lourenço

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SUMMARY

Interested in contributing to building a more just and conscious society through technology and communication, Marcel is a journalist graduated from the Faculty Paulus and Communication Technology with experience in publishing, Social Media and Digital Marketing, development of new business and web applications, as well as volunteer work with children in kindergarten area.

MAIN EXPERIENCES

INNOVATION MANAGEMENT TECHNOLOGY AND COMMUNICATION - MYMAG

São Paulo, SP - 2016

was responsible for managing several new projects in the areas of web, mobile and digital marketing in order to find ways to innovate offering multiplatform to display content. Among them, especially the Miolo Club (clubemiolo.com.br).

Achievements

- ideation and implementation of 5 new web projects;
- Creation of more than 300 multi platform content;

WEB DEVELOPER - CORE 137

São Paulo, SP - 2015

developed 3 websites for different profiles of philosophy and theosophy content channel core 137; wireframe (ideation) the application of UX results. The Shop 137, an ecommerce for products offered by the portal, the core 137 and the portal site landing page Confraternity 137.

EDITOR OF BRANDED CONTENT - EDITOR MYMAG

São Paulo, SP - 2014 to 2015

Responsible for the editing and publication of more than 200 articles of various topics for magazines Branded Content. He served as brand content editor as Porto Seguro, Hypermarchas, Fast Shop and Sirena Club.

Achievements

- Management and editing more than 200 content;
- Text editing over 30 titles;

REPORTER AND COMMUNITY MANAGER - PUBLISHER RICKDAN

São Paulo, SP - 2012-2014

Served as editorial reporter, editor and coordinator in social media 4 print titles, including the magazine Speak Up!, focused on the teaching of English, and Journal sexy Magazine and Mymag.

achievements

- Writing of more than 30 articles published (gastronomy, culture and interviews);

SOCIAL MEDIA MANAGER - RIOT

São Paulo, SP - 2010 - 2012

PRESS ADVISORY - GROUP TV1

São Paulo, SP - 2009 to 2010

EDUCATION

JOURNALISM- Paulus School of Communication Technology and

Communication, Journalism and Philosophy - 2009-2013

WEB DEVELOPMENT - Treehouse School

Design, Wordpress Dev and HTML5 and CSS3 - 2015-2017

COURSES FREE

Training in Yoga Integral at *Yoga Integral*

Development for Narrative Video at *California Institute of Arts*

Literature Electronics at *Davidson University*

Art of Poetry at *Boston University*

in Creative Writing at *Wesleyan University*

Future of Storytelling at *University of Applied Sciences Potsdam*

SKILLS

- Speeching (Pitch Speak)
- Creative Writing
- Editing and content review
- Growth Hacking(Marketing)
- Tests in architecture Information (UX)
- Development of presentations for New Business
- Analytics Intelligence and Analytics Management - metrics
- Wordpress Developer
- Writing and programming Newsletter / Mail marketing (Mailchimp)
- Web Development Version Control - GIT
- multiplatform content creation - Printed, digital, Social Media

LANGUAGES

- Portuguese: fluent -mothertongue
- Spanish: medium - residence in Spain for two months
- English: work with articles translation (English to Brazilian Portuguese) 3 years ago.