

RicardoMota

Ricardo Mota Carvalho dos Santos

Born in 08/05/1984 in Belo Horizonte/MG. Single. +55 (31) 92423727

R. São Roque 910 / 102, Sagrada Família, Belo Horizonte / MG, (ricardo@tarantocomunicacao.com.br)

LinkedIn: <http://br.linkedin.com/in/ricardomotacs>

Facebook: <https://www.facebook.com/ricardomotacs>

Presentation

Since 1998, I pursue the integration with communication services, technology solutions and business opportunities, most of time using the tech knowledge to innovate on personal and commercial projects.

Graduated in Advertising and always hungry about new techs, the experience with these 11 years in communication and 19 as a geek make sense like never before. On this path, I've learned a lot as employee and owner, working and responsible with graphic design, strategic communication plans, new media projects and innovation, new interfaces and technology hunting.

The experience in art direction, graphic design, web design and development, big events planner, technologies project management and communication / marketing director in companies like Vallourec & Mannesman do Brasil S.A., prefectures of São Paulo (São Paulo Tourism), São João del-Rei, Ouro Preto and Congonhas, VALE, DTA, Alphorria, L'acqua di Fiori, Chalezinho / naSala Group, MPMG, Cowan, Egesa and many others allows me to have a holistic view of marketing opportunities, learning with the problems and answers of a heterogeneous business environment. Animatto is the perfect partner to build a whole new communication experience to your brand, company or e-commerce.

Academic Background

Centro Universitário Newton Paiva – 2003/2007

Bacharel in Social Communications – Propaganda and Advertising specialization

Knowledges

Graphic & Web Design (Adobe Illustrator, Photoshop, Indesign, Dreamweaver and MS Office) (advanced), advertising and online campaigns plan, business plan, commercial strategy, tech hunting, Digital Project management and advertising budgets management / strategy.

Languages

Portuguese (PT and BR)

English (Intermediate)

Foreign Experience

[Internet World - London, UK \(2013\)](#)

Toronto Digital Marketing Alliance – Toronto, CA (2014)

(Communitel, DMZ, Waterloo Region, Canadian Tech Triangle, Kirchner City, Canada / Brazil Chamber of Commerce, etc)

Awards

1º Desafio Participa.br (Política Esporte Clube) - 2013

Best idea for an app which makes easier the understanding of data given by the Transparency Portal of Brazilian Government

Professional Background

Animatto Group, BH-São Paulo – Brasília – 2013-current

New Business / Project Manager

As a Project Manager / Business Developer in Animatto, my (great) challenge is to build bridges between the market needs and the innovation process and customer experiences, with a full applied focus on digital demands and the understanding of the audience behaviour.

PURA Magazine, BH-MG – 2009-2012

Communication Director

Art Direction, Publicitary Editor, Webdesign and Graphic Production, Communication and Advertising planning, cultural projects development

Taranto Comunicação Corporativa, BH-MG – 2008-2010

Creation Director

Art Direction, Publicitary Editor, Webdesign and Graphic Production

Press Comunicação Empresarial, BH-MG – 2006-2008

Art and Graphic Designer

Art Direction, Publicitary Editor, Webdesign and Graphic Production

Echoes Comunicação, BH-MG – 2004-2005

Creation Director

Art Direction, Publicitary Editor, Webdesign and Graphic Production

Cultural Project & Initiatives

Circuito Universitário de Cultura Eletrônica – Newton Paiva, 2010

Innovative, the Electronic Culture University Circuit seeks closer and expose students to the market and their alternative job opportunities, the electronic culture and its aspects and to what is latest in audiovisual and interactive technology. Participants got in touch with cultural administration,

artists, electronic market, vjing and audiovisual performances, workshops, online radio, social media communication, as well as a workshop mixing provided by Red Bull Music Academy.