

*Studying and working with what I love for the last two and a half years, made me realize how important it is, when you enjoy what you do you will never HAVE to work, you work because YOU WANT...*

## Career Objective

To gain a position as a **Mobile and Web Developer** bringing my experience in Web Development, Project Management and Digital Marketing, strong attention to details and personal attributes of enthusiasm and willingness to learn. Current on my last year of a **Bachelor of IT** with a major in **Mobile Applications Development** at the Academy of Information Technology (AIT). My main career objective is to mix my experience in Project Management and Marketing with my passion for technology.

## Key Achievements

- ★ Final project in my Bachelor of IT, have been nominated to represent the University where I study, in an award called **iAward** the event will be held between June and July of 2016.
- ★ Responsible to **design** and **develop** more than 10 web sites using PHP, Html5, CSS3, Javascript and frameworks like Wordpress and Bootstrap.
- ★ Successful implementation of a digital marketing strategy in the company Student World, where policies and procedures were implemented for 2015.
- ★ Successful in the implementation of a HR Online System for the company Prosegur Brazil. Acting as **Project Manager** and **Business Analyst**. Project was achieved in 2 years meeting both time, and budget requirements.
- ★ As **Business Analyst** I was the main responsible for **Mapping and Modeling the Processes, Testing** and the **Training** of a **CRM System Project** in the company Janssen Cilag Pharmaceuticals.
- ★ In my current **Bachelor of IT (Mobile Applications Development)**, I have got so far in the first and second years outstanding grades without failing in any subject:
  - Introduction to Web (HTML5 and CSS3) – High Distinction
  - Foundation Programming (PHP and JavaScript) – High Distinction
  - Web Design – High Distinction
  - Digital Project Management – High Distinction
  - Java Development – High Distinction
  - Mobile Development (Android) - High Distinction
  - Advanced Web (PHP, JavaScript, JQuery, Html5, CSS3) – High Distinction
  - Final Project 1 - High Distinction
  - C++ - Distinction
  - Enterprise Systems (C# Development) – Distinction
  - Cross Platform Apps (Mobile App) - Distinction

## Languages

English | Portuguese | Spanish

## Education

2014 - Present	<b>Bachelor of IT (Mobile Development)</b>	Academy of Information Technology (AIT)
2005 - 2010	<b>Bachelor of Business Management</b>	Catholic University of Sao Paulo - PUC SP
2012 - 2013	<b>Diploma of Business Management</b>	Kaplan Business School

## Professional Experience

Founder | Web Developer | UX/UI | Project Manager

June 2014 - Present

### The Interactive Hippo

The Interactive Hippo is a Digital Marketing Experience consultancy that I created to have a brand and identity when presenting and selling the projects of web development and design to clients.

- ★ Responsible for gathering requirements and project brief with clients.
- ★ Preparation and presentation of proposals to the clients.
- ★ Documentation and Management of the projects.
- ★ Web Development, Design and UX/UI
- ★ Management of the partnerships with outsourcing companies.
- ★ Recruitment, management and relationship with sub-contractors.

Responsible to **design** and **develop** the following web sites using PHP, HTML5, CSS3, Javascript and frameworks like Wordpress and Bootstrap.

<http://reddevilsacademy.com.au>

<http://studentworldedu.com>

<http://exodusyouthworx.org.au>

<http://sbsm.com.au>

<http://studiodanseorientale.com.au>

<http://ait.interactivehippo.com.au/advancedstudio2> (in development - password and user 'luiz1')

<http://mfc.interactivehippo.com.au> (in development)

<http://techos.interactivehippo.com.au> (CMS Created from the scratch)

<http://interactivehippo.com.au> (website used for market my freelancing job)

Digital Marketing Manager | Web Designer | Regional Manager

August 2013 - Present

### Student World International

Student World is a Student Exchange and Tourism Agency. It is a global company present in 12 different countries with 48 employees.

- ★ Plan and Implementation of Digital Marketing policies and strategy for the company, where best practices and trends were implemented for the whole company. By December of 2015 the strategy had already given a return of 265% over on the investment made by Company.
- ★ Responsible for creating new marketing campaigns such as Billboard in the Train Stations, Events Management.
- ★ Development of new marketing strategies
- ★ In contact with education Institutions and student services from Australia USA, Canada and New Zealand, reaching new partners and representation.
- ★ Responsible for the renovation of the website of the company.
- ★ Design graphic using Photoshop and Illustrator to make all the company's artwork.
- ★ Responsible for the development of new markets and opportunities, being directly responsible for the establishment of a representative office in Brazil.
- ★ Prospecting and negotiating with new partners and marketing channels in Australia, Brazil, Mexico, Chile, Argentina, Italy and Switzerland.

Successful implementation of a digital marketing strategy in the company Student World, where policies and procedures were implemented for 2015. By December of 2015 the strategy had already given a return of 265% on the investment made by Company.

Digital Marketing | Business Development

Dec 2014 - Apr 2015

### Quantum Web Solutions

Quantum is a Digital Marketing agency based in Sydney, Australia with clients and partners around the world.

- ★ Responsible for structuring and planing the launch of an email marketing tool called EmailEzy.
- ★ Responsible for review the email marketing strategy and policies.
- ★ Documentation and Management of the projects.
- ★ Quality control for articles used for SEO proposes.
- ★ Responsible for prospecting and contacting new clients.

Working in the Quantum Web Solutions as an intern for Digital Marketing and Business Development I could learn how to set up strategies and policies for a successful Digital Marketing campaigns with SEO, CMS's Templates Customization, Mail Marketing, Landing Pages Design, Mockups Design, Proposal and Project Documentation

Project Coordinator | Business Analyst

Apr 2010 - May 2012

### Prosegur Brasil

Prosegur Brasil is a multinational Spanish Company from the Private Security Sector in Brazil with more than 50.000 employees in Brazil and around 500 MM revenue / year.

- ★ Took leadership in the automation Project for all the Human Resources department processes.
- ★ Managed the redesign of processes for the development of an inhouse Human Resources System.
- ★ Managed functional portion of Prosegur's HR system implementation, including requirement specification gathering, process-flow documentation, testing and training for the new HR application.
- ★ Documented HR processes related to external users from other departments.
- ★ Developed users documentation as well as scripts for functional usability testing and system training.
- ★ Worked directly with the IT department to create a better logistic for training and support for all Prosegur branches in Brazil.

Successful in the implementation of a HR Online System for the company Prosegur Brazil. Acting as **Project Manager** and **Business Analyst**, this project was achieved in 2 years meeting both time, and budget requirements.

Marketing Intelligence | Business Analyst | Project Coordinator

May 2007 - Feb 2010

### Janssen Cilag Pharmaceuticals

Janssen-Cilag Pharmaceuticals is part of the Johnson & Johnson group with Multinational present worldwide with around 130,000 employees.

- ★ Managed functional portion of Janssen Cilag's Marketing and Sales CRM system implementation, including requirement specification gathering, process-flow documentation, testing and training for the new Marketing and Sales application.
- ★ Responsible for uploading all pharmaceutical information at company's database.
- ★ Participated in consumers' behavior research which determined new directions for publicity and consumer approach
- ★ Worked directly with sales managers providing sales related support

As **Business Analyst** I was the main responsible for **Mapping and Modeling the Processes, Testing** and the **Training** of a **CRM System Project** in the company Janssen Cilag. Achieved success on the delivery of the project, within time and budget. As recognition of this achievement I was promoted and started to act as the responsible for all the automation projects in both Marketing and Sales.

## Technical Skills

### Programming Languages

PHP

HTML 5 | CSS 3

C# | ASP.NET | Android | JAVA | iOS | Objective-C

Javascript | JQuery | AngularJS | Backbone

MySQL | PostgreSQL

### Softwares

Microsoft Office Package

PhotoShop | Illustrator | InDesign | Muse | Dreamweaver

Source Tree | GitHub | Bitbucket | Visual Studio | NetBeans | XCode | Intelij | Android Studio

## Professional Development

Agile, Continuous Integration and Delivery	48 hours	Level Up - Thoughtworks
SEO - Search Engine Optimization Fund.	14 hours	Academy of Information Technology (AIT)
Digital Marketing Fundamentals Seminar	4 hours	Academy of Information Technology (AIT)
CEBIT 2014 / 2015 / 2016 - Digital Marketing & IoT	48 hours	CEBIT
BPM and BPMN Process and Business Model	72 hours	SENAC - Sao Paulo
Business Analysis ICT	72 hours	SENAC - Sao Paulo