

PAULO VICTOR CANTALICE DE SOUZA

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PROFESSIONAL CAREER

In my professional career, I have worked in the Marketing area of various segments, mainly in roles related to the production of texts. I have a degree in Languages and also took a course in Journalism. Currently, I coordinate the publishing department of the NGO Associação Comunitária Monte Azul. The work involves the revision, preparation and layout of new books. In addition, I manage personnel, oversee the entire sales process, and handle administrative routines, including material procurement, service provider hiring, and inventory control.

A strong point of my work is the ability to understand and adapt texts from different areas into accessible language, with organized information. I have experience with programming languages and now I would like to work in the area of technical documentation.

ACADEMIC BACKGROUND

Bachelor's Degree in Languages (2016 – 2021)

Federal University of Minas Gerais

Bachelor's Degree in Journalism (2013) – 2015)

Pontifical Catholic University of Minas Gerais

Interrupted in the 5th period

COMPLEMENTARY TRAINING

Functional Programming in Python (2023)

16 hours

Computer Science Department of UFMG

Natural Language Processing (2023)

10 hours

Faculty of Linguistics, UFMG

LANGUAGES

English: Excellent reading, good writing, good speaking

French: Good reading, basic writing, basic conversation

PROFESSIONAL EXPERIENCE

Editorial Coordinator at the Monte Azul Community Association (current)

- Team management to meet editorial goals;
- Text revision, preparation of originals and book layout;
- Planning and execution of administrative processes, purchasing materials and hiring service providers. Monitoring deliveries to verify budget and stipulated deadlines;
- Sales control and inventory management through Radar ERP software, with issuance of invoices and compliance with tax legislation standards;
- Analysis and optimization of operational flows to increase the efficiency of the publishing sector.

Content Writer at Santo Amaro University (2023)

- Writing and reviewing texts aimed at the educational market;
- Constant campaign planning and sales funnel management using the Marketing Cloud platform;
- Production of materials for physical media and creation of texts for websites, blogs and social networks.

Content writer at Contador Agora (2021 – 2022)

- Development of technical and informative texts aimed at the accounting sector, adapting the language for different audiences;
- Daily production of SEO-optimized content to improve organic ranking in search engines and increase the visibility of partner companies;
- Implementation of persuasive copywriting practices to engage the target audience and generate qualified leads through content.

Content writer at the Minas Gerais Supermarkets Association (2018 – 2020)

- Writing content for social media with a focus on engagement and effective communication with the public;
- Production of graphic pieces for the organization's digital campaigns and in-person events;
- Contact with the media to publicize the association's actions.

Scientific Initiation Scholarship (CNPq) (2018)

- Development of academic research in Portuguese literature;
- Participation in seminars to present research results.

Intern in advisory at the company Preface Communication (2016 – 2017)

- Assistance in the area of press relations;
- Creation of a weekly newspaper for the Regional Council of Librarianship to inform about educational proposals and measures relevant to the sector;
- Relationships with journalists and media outlets to promote the dissemination of Council initiatives and events. Dissemination of texts to the media with the aim of raising awareness of the importance of public libraries.

Intern in press office at the Legislative Assembly of Minas Gerais (2014 – 2015)

- Creation of journalistic texts and press releases;
- Risk analysis on social networks and containment of damage to the public image of a political figure.