

Dear

I'm writing to express my strong interest in a Product Manager position at your company. With over 10 years of experience in digital design and product development—ranging from managing creative campaigns at B2W Digital to leading user-centered solutions as a freelancer—I bring a unique combination of creative vision, technical knowledge, and strategic thinking to every project.

During my time at **B2W Digital**, I worked as an Advertisement Manager, where I was responsible for developing high-impact digital campaigns, newsletters, and user interface designs for ATMs and e-commerce platforms. This experience sharpened my ability to align design and business goals, creating solutions that not only look good but also drive results.

Since 2017, I've been working independently as a **freelance Product Manager and designer**, leading projects from concept to launch. My responsibilities include defining product strategy, creating user journeys, prototyping, working directly with developers, and managing client expectations. I frequently leverage tools like Google Ads, front-end frameworks, and design systems to craft meaningful experiences that solve real user problems.

I'm particularly excited about the opportunity to contribute to a larger, collaborative team where I can scale my impact and continue learning. My hybrid background allows me to act as a bridge between design, development, and business—making me a valuable asset in cross-functional environments.

Thank you for considering my application. I would welcome the chance to discuss how my background and goals align with your team's needs. I am available for interviews at your convenience and look forward to the opportunity to contribute to your success.

Warm regards,

Paulo Júnior