



Pedro França

Desenvolvedor Web Júnior

pedrof_bh@hotmail.com

+55 11 99407-7946

São Paulo, Brazil

Profile

As someone who has always been passionate about sales, I've had a rewarding journey building lasting customer relationships and consistently exceeding sales goals. But now I'm ready for a new adventure in the world of technology, where I can combine my sales experience with cutting-edge technology skills.

I'm currently delving into web development studies and it's clear that I'm committed to mastering this exciting field. What stands out to me is my talent for working with new things, connecting with clients, facilitating negotiations and developing myself in any area.

Over the years, I've gotten some really cool things, like:

- I led people/teams for almost 3 years while I was with my brand.
- Over the years I have formed solid partnerships with key clients, who are well sought after in the men's fashion market, managing to please them and always remaining close by.
- Consistently classifying myself as a high-performance sales representative, always seeking to best serve the customer and gaining recognition for excellent service and great sales numbers.
- I'm not just talking about sales numbers; I really love trying to improve every day and feeling like I'm growing. I'm that person who's always curious and eager to stay up to date with everything that's happening and be able to evolve my way of work.

My career goal is crystal clear: to seamlessly merge my sales expertise with cutting-edge technology skills. I'm not just focused on the numbers; I'm genuinely enthusiastic about personal growth and staying at the forefront of industry trends.

I'm confident that I can leverage my passion, leadership experience, and a proven track record of success to make a meaningful impact in the technology field. Let's connect and discuss how I can contribute to your team's growth and thrive in this ever-evolving technology landscape!"

Employment History

Founder at Vine Menswear, São Paulo

08/2020–07/2023

As the founder and entrepreneur of my own men's fashion brand, I embarked on an exhilarating and transformative journey. My brand encapsulates the essence of young professionals and entrepreneurs, driven to pursue their dreams and aspirations on a daily basis. Throughout this entrepreneurial adventure, I assumed a diverse and dynamic role that encompassed:

- I came up with the brand from scratch, creating its identity and a story that clicks with our audience.
- I made sure our clothes looked great and were top-notch in quality.

Links

[Linkedin](#)

[GitHub](#)

Skills

Git	5/5
HTML	5/5
CSS	5/5
HTML5	5/5
JavaScript	5/5
Scrum	3/5
UX/UI	3/5
Wordpress	4/5

- I used social media, influencers, and cool events to get our brand out there.
- I ran the business day-to-day, handling everything from finances to logistics.
- I built relationships with customers, suppliers, and partners to expand our reach.
- Most importantly, I stayed true to our values and mission, believing that authenticity is key to success.

Being a founder gave me a 360-degree view of entrepreneurship and business. It also fueled my passion for creating stuff that connects with people, which I think can be a huge asset in any career, even in tech. Now, I'm all about merging my sales know-how with tech skills, and entrepreneurship I'm ready to rock the tech world!

Communication	5/5
Facebook Ads	5/5
E-commerce	5/5
Marketing	5/5
Sales	5/5

Self-employed at P.E.C.F Consulting, São Paulo

06/2017–07/2020

As a Sales Rep at the Fashion Company, I had a blast working with the biggest textile factories in the world, all while diving deep into the men's fashion scene. I rocked at building and nurturing solid relationships with the big players in the men's fashion market.

Picture negotiations, regular meet-ups, and uncovering sweet sales opportunities.

I didn't just sell; I crafted custom sales strategies that wowed customers. The result? Sales skyrocketed, and customers couldn't get enough.

I was always in the loop with the latest men's fashion trends. That meant I could drop some serious fashion wisdom on customers and tweak our product lineup to match what the market wanted.

I was the maestro of making sure orders landed on time and spot-on. No late deliveries on my watch!

This gig gave me the lowdown on the fashion biz and supercharged my people skills, negotiation chops, and top-tier customer service skills. Even though it's a different world from tech, I'm convinced these skills are like gold in any tech career. So, here I am, ready to blend my sales superpowers with tech know-how!

Trainee at PP&C Independent Auditors, São Paulo

08/2016–09/2017

- Internal Audit: I collaborated in carrying out internal audits in several client companies. This involved assessing compliance with policies and regulations, identifying areas for improvement, and recommending solutions to improve operational efficiency.
- Process Mapping: I was responsible for mapping the operational processes of client companies. This included detailed documentation of workflows, identification of bottlenecks and areas for optimization, contributing to increased operational efficiency.
- Risk Management: I worked on analyzing and evaluating the risks faced by client companies. I identified potential threats and suggested strategies to mitigate these risks, contributing to informed decision-making.

- Compliance: Assisted in the assessment and implementation of regulatory compliance procedures. Ensured that client companies complied with applicable laws and regulations, minimizing legal and financial risks.

This experience gave me a solid understanding of auditing, risk management and compliance principles, skills that are transferable and relevant to my career.

Education

Internet Systems - FULL STACK, E-COMMERCE & DIGITAL TRANSFORMATION, FIAP, São Paulo

07/2023–07/2025

In this course, I am immersed in the quest to master three key areas in the current technology landscape. I'm on my path to becoming a Full Stack developer, deepening my programming knowledge to create comprehensive solutions. Furthermore, I am exploring the nuances of the E-Commerce universe, with the aim of creating successful online stores that stand out in the digital market. Finally, I am focused on understanding digital transformation, uncovering how companies use technology strategically to thrive and stand out in the constantly evolving digital era.

Postgraduate in Marketing and Management, ESPM Higher School of Advertising and Marketing, São Paulo

06/2017–07/2019

My Postgraduate Certificate in Business and Marketing is a valuable addition to my professional profile, designed to enhance my expertise in business and marketing strategies in the current business landscape. This comprehensive program provided me with solid knowledge in strategic planning, market analysis, product management and effective communication. Additionally, I developed essential skills to create innovative marketing strategies, identify growth opportunities, and increase the effectiveness of marketing initiatives. This certification demonstrates my continued commitment to improving my skills and knowledge to achieve exceptional results in marketing and business.

Business Administration, FUMEC University, Belo Horizonte

01/2012–12/2016

My journey towards graduating in Business Administration was a natural choice, driven by my passion for unlocking the secrets behind the world of business. Along the way, I immersed myself in disciplines such as management, strategy and marketing, exploring each challenge with enthusiasm. This degree is not just a line on my resume, it is the solid foundation that made me realize that I can face any business challenge with confidence. Now, I'm looking forward to applying all this knowledge and passion to my professional career.