





# RAFAEL CARDOSO

## COMMUNICATIONS SPECIALIST

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## EDUCATION

### BACHELOR DEGREE IN MARKETING/ADVERTISING

FAAP

2000 - 2003

## KEY SKILLS

Project Management  
Advertising  
Team Management  
Content Creator  
Adobe Photoshop  
Microsoft Office  
SQL  
Social Media Marketing  
Partnership & Collaboration  
Quality Assurance

## CERTIFICATIONS

### IT TECHNICIAN

SENAC

2009 - 2010

## LANGUAGES

Portuguese and English.

## SUMMARY

- 12+ years of experience with Management.
- 4+ years of experience as Content Writer.
- Native in Brazilian Portuguese.
- Highly motivated self-starter with the ability to work under pressure.

## PROFESSIONAL EXPERIENCE

### MEDIA OPERATION SPECIALIST AT NPI TEAM

Wipro | Mountain View, CA | **April 2021 - Now**

There was a change in the contractor, but continue to carry out the same activities:

Assistent in the news publishers registration and validation.

- Assisting in the news publishers registration and validation under Media Ops team in English and Portuguese.
- Identifying potential risks or issues with product implementations.
- Cross-functionally collaborating with other teams.
- Monitoring bugs and provide feedback.
- Ensuring process guidelines are followed and met as documented.
- Internal and external support of Breaking News Indicator, Local Alerts/Today In and Organic Content triaging to the correct team internally.
- Training new hires.
- Quality assurance: 99,26%

### MEDIA OPERATION SPECIALIST AT NPI TEAM

Cognizant | Mountain View, CA | **Dec 2019 - April 2021**

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## CONTENT WRITER / PROJECT MANAGER

*Estúdio Pivot* | São Paulo, Brazil | **Fev 2015 – Oct 2018**

Co-founder of Estúdio Pivot of website creation.

- Needs analysis and strategic digital presence planning.
- Customer service and relations.
- Content producer for blogs and social networks.
- Budgeting and accounting.

## PROJECT MANAGER

*TOTVS* | São Paulo, Brazil | **Mar 2013 – Fev 2015**

Managed private payroll loan project in partnership with Banco Bradesco.

- Managed daily private payroll operation.
- Guaranteed fulfillment contract with the bank.
- Implemented and integrated new features and functions.
- Budgeting and accounting.
- Presented the project to other banks prospects.

## SYSTEMS ANALYST

*TOTVS* | São Paulo, Brazil | **Jan 2011 – Mar 2013**

Systems analyst for private payroll loan project in partnership with Banco Bradesco.

- Researched and evaluated new technologies and methodologies.
- Guaranteed the operation and stability of the project infrastructure.
- Implemented new versions of products and modules.
- Updated the technical manuals of area activities.
- Searched new functionalities and technical improvements in the product according to demands requested by the bank.

## CO-OWNER

*Giraffas Restaurant* | São Paulo, Brazil | **Dez 2001 – Nov 2008**

Majority partner in the Fast Food Giraffas Franchise.

- Managed a team with 13 employees and 2 managers.
- Budgeting and accounting.
- Supervised operational management, including administration of human resources, inventory and weekly orders to suppliers.
- Tracked goods sold and profitability.

