




Rúben Silva

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 ruben-silva-086124183/

Holder of a degree in business management, endowed with a strong aptitude for creative problem-solving, within which I have consistently demonstrated analytical and critical thinking abilities. Additionally, I am a proactive and innovative individual, committed to finding ways to optimize processes and promote the success of businesses.

I possess excellent communication and teamwork skills, which allow me to contribute valuably to any organization. I believe that the combination of my technical knowledge and interpersonal skills makes me an asset to any company seeking someone capable of making a difference.

Skills

Languages

- Effective communication
 - Collaboration
 - Creative thinking
 - Problem-solving ability
- Português - Nativo
 - Inglês - c1

Software Skills

- Microsoft Office
- Adobe Photoshop
- Adobe Premiere Pro
- IBM Spss
- PowerBI

- Wordpress
- Shopify
- Pinterest Ads
- Meta Ads
- Tiktok Ads

Education

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Master's in Accounting and Finance

2023-present

Instituto Superior de Contabilidade e Administração do Porto

- The Master's in Accounting and Finance is a comprehensive program that covers essential concepts and practices in the areas of accounting and corporate finance. This master's program provides an interactive curriculum with practical classes and exercises that empower students to acquire skills to use tools and strategies relevant to achieving success in accounting and financial areas.

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The fundamentals of Digital Marketing

2022

Google Digital Garage

Certificate ID: 2MD 7VN NMS

- Fundamentals of Digital Marketing Course, a comprehensive program that covers essential concepts and tools in digital marketing. The course includes interactive lessons and practical exercises that teach me how to use Google's tools and platforms to reach and engage customers online

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Business Management

2019 - 2023

Universidade da Maia - ISMAI

- During my ongoing undergraduate studies, I have studied a broad range of topics related to business, including finance, marketing, economics, and organizational behavior. As part of this course of study, I had the opportunity to participate in case studies, allowing me to gain practical experience in the business world.

Events / Activities / Internship

Internship in Marketing Management

2023

Stories And Alphabets,Lda

During my internship, I undertook tasks such as content creation, website maintenance, and social media management. I acquired skills in crafting engaging content, updating websites, and implementing social media strategies, applying theoretical knowledge in a practical context. I became familiar with industry-relevant tools and enhanced teamwork and communication abilities. The internship proved to be a valuable opportunity to apply my academic knowledge and develop new skills in the field of digital marketing.

Traditional Market Research

2022

Porto Business School / Camera Municipal do Porto

Following a request from the Porto Business School by the Porto City Council to undertake a project exploring the history and current challenges faced by local businesses, I played a direct role in administering surveys (collecting insights and identifying issues arising from the pandemic) as part of the project. The objective of the project was to provide the Porto City Council with relevant and valuable information to help, support, and strengthen the business community in Porto.

Digital Transformation Analysis

2022

Banco Credibom / Networkme

Project Manager

2022

Agap2IT/ Networkme

Youth Creativity Marathon- CHALLANJE

2021

ANJE

I participated in ChallANJE, which is a multidisciplinary junior entrepreneurship project aimed at enhancing the skills of college students through interaction with prominent professionals and top-notch companies. By participating in ChallANJE, I had the opportunity to gain valuable insights and connections in my field, as it is a unique learning experience that combines practical knowledge with exposure to the real world.

Young business talent

2017/2018

Nivea / Isag

Successfully participated in Young Business Talents (YBT), an event for pre-university students, where a comprehensive simulation of the business world is provided. Through YBT, I and other participants had the opportunity to initiate and manage a company, compete with others, make strategic decisions, and adapt approaches according to defined objectives and business needs.

Aplicação móvel - Dia mundial da Filosofia

2016

Colégio de Ermesinde

In commemoration of World Philosophy Day in 2016, I programmed and developed a mobile application with the aim of inspiring younger generations to explore everything related to philosophy. It is an educational computer application (crossword puzzle game) featuring philosophical terms and concepts, with the goal of making philosophy more accessible and appealing, especially to a new audience.