

# VICTOR OLIVEIRA

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I am an enthusiastic student currently pursuing a Bachelor of App Development degree at the Academy of Interactive Technology (AIT). With a background in crafting impactful marketing strategies to drive business objectives, I am transitioning my career towards the broader field of Information Technology. My aim is to amalgamate my marketing acumen with technical skills to contribute effectively to innovative IT solutions.

I have experience creating digital content for internal and external marketing campaigns, designing graphic visuals for online and offline communications, building managerial reports based on marketing results from Google AdWords and Analytics, and liaising with key stakeholders to deliver outstanding results within the Information Technology and Insurance sector.

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## OVERVIEW

- Creative professional with proven experience designing marketing materials, including print ads, digital marketing imagery, brochures, social posts, billboards, and web banners.
- Strong analytical skills with the ability to interpret data, generate insights, and make data-driven recommendations.
- Excellent communication and interpersonal skills acquired whilst working with customer service for over six years.
- Ability to work collaboratively in a team environment and build positive relationships with internal and external stakeholders.
- Well-organised with excellent multi-tasking abilities and capable of managing multiple projects and deadlines, liaising with several stakeholders to achieve outstanding results.
- Great attention to detail, ensure consistency of application appearances using style guides and help enforce established standards and best practices.

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## EDUCATION

<b>Bachelor's Degree in IT (Mobile App Development)</b> , Academy of Information Technology	Current
<b>Diploma of Social Media Marketing</b> , Australian Pacific School	2021
<b>Diploma of Project Management &amp; Leadership Management</b> , Australian Pacific School	2019
<b>Bachelor's Degree in Advertising and Communication</b> , Anhembi Morumbi	2009
<b>Certificate in Digital (Analytics &amp; AdWord)</b> , ComSchool	2016
<b>Certificate in Digital Marketing and Social Media</b> , SP Digital	2015

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## RELEVANT PROFESSIONAL EXPERIENCE

### FMW – Men's Fashion Store

*FMW is a young and innovative men's clothing fashion brand, with a precise cut of each product, making the brand a reference in tailoring and men's fashion in its niche.*

### Graphic Designer & Social Media Content Creator (Freelancer)

**Nov 2017 – Jan 2019**

- Created digital marketing campaigns and external communication, including developing creative content for social media, and scheduling to post campaigns based on insights.

- Designed graphics for campaigns, ensuring colours and images communicated the desired message to influence customers and enhance brand preference.
- Assisted the management of business activations and launch events, ensuring all invitations were aligned with the brand imagery and sent on time.

### **Semmler Group (Insurance Company)**

*The Semmler Group was founded in 2000 and specialises in managing collective health plans by adhesion for affinity groups and operates with SMEs (Small and Medium Sized Enterprises) and special projects for large-size companies, besides working with brokerage of diverse types of insurance.*

#### **Marketing Analyst**

**Mar 2014 – Oct 2015**

- Created content for institutional marketing, developed and updated the content for the company's website, and worked closely with human resources and sales team in motivational campaigns to support sales growth.
- Developed external marketing campaigns, including media plans, creative campaigns for social media, emails, and interactions across multiple channels to enhance customer relationships.
- Planned, scheduled, and organised business networking events, reserved venues, organised catering, sent out invites, and provided a memorable experience to guests.
- Investigated, measured, and consistently reported on results effectiveness across social media and Google AdWords/Analytics to leadership.
- Collaborated with internal and external stakeholders, building, and maintaining effective relationships to achieve business priorities.

#### *Achievements*

- Established the marketing department, developed the company website, and created brochures for sales. Through these sales channels, it was possible to strengthen customer relationships, resulting in contract renewals and new contract acquisitions.
- Improved the company's market share through the website and participation in fairs and events, resulting in a 15% increase in calls looking for service, and achieving good rankings in search channels such as Google.

### **Atos (Information Technology Company)**

*Atos is a global leader in digital transformation with 112000 employees and annual revenue of c. € 11 billion. European number one in cybersecurity, cloud and high-performance computing, the Group provides tailored end-to-end solutions for all industries in 69 countries.*

#### **Marketing Coordinator**

**Jan 2007 – Oct 2013**

- Conducted in-house graphic design, and created visual templates, collateral, and assets to support marketing activities, including designing and developing institutional presentations.
- Developed and curated content for digital channels, including own website, social media accounts, intranet newsletter, internal and external event activations, and digital accounts.
- Coordinated project marketing activities to support annual institutional marketing plans for LATAM's, assisting management in delivering advertising initiatives.
- Supported the development of marketing strategies by analysing customer profiles through data from Google AdWords, Analytics and leads from business events and working closely with the sales team.
- Planned, created, and executed all visual communication, including flyers, brochures, stationary, merchandise, website design, and the management of the correct logo application for internal departments.

#### *Achievements*

- Participated in the implementation of the 0 (zero) e-mail project by developing the internal marketing campaign. The objective of this project was to reduce the sending of e-mails within the

company by more than 70%. We identified that employees were wasting time sending and answering emails, blocking the flow of information, so the company decided to create an internal social platform where employees could communicate instantly. The project was a success and we managed to reduce the number of emails exchanged within the company in 1 year.

- Closed three technology service implementation project contracts with banks, schools, and the Brazilian army through marketing communication strategies and participation in fair and events, totalising over AU\$ 300K.
- Assisted the human resources team with the Wellbeing at Work program to achieve the Great Place to Work seal with marketing materials. This program was a key turning point in modernity at work and the introduction of remote work at the time.

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## OTHER PROFESSIONAL EXPERIENCE

### Print Force

*Printforce is the largest provider of Real Estate printing in Australia and offers the widest range of products available in the country.*

#### Print Finisher

**April 2021 – Current**

- Receiving printed materials and making them into finished products, including laminating, mounting, trimming, vinyl applications and signage assembly.
- Operating the latest technology machines that combine several actions, such as cutting, stitching together pages, and binding them into a book, adjusting the machines' control as needed.
- Conducting and reporting on regular machine maintenance and repairs to company schedules, procedures, and specifications.

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## TECHNICAL SKILLS

- Photoshop, Corel Draw, Illustrator, InDesign
- C++, Java Script, HTML, CSS, JAVA (SpringBoot), C#, React, Swift IOS, Android, Python

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## REFEREES

Available upon request

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