



# Mauro Nóbrega

Digital Marketing | SEO | UX/UI Designer | Web Developer | Digital Analytics  
| PowerBI Developer | IT Especialist

## Main competences

- UX/UI Designer
- Web Developer
- Design Thinking
- Full Stack
- Video and Photo Edition
- Marketing
- Digital Marketing
- Analytical ability
- Search engine optimization (SEO)
- Google Ads
- Google Analytics
- Search Marketing
- Copywriting
- Microsoft Office 365
- Web Analytics
- Agile Scrum
- IT technician
- Cloud computing
- Windows, Apple, Linux
- ITIL
- PowerBI

## Languages

Portuguese (Native)

English (Full Professional)

## Certifications

Marketing - Degree

Specialist in digital communication and social media management- Post

Degree

## Contact

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[Linkedin Profile \(Click here\)](#)

## ABOUT ME

I present a profile that works as a tactical strategist who excels in building better ways to generate revenue through the search and implementation of innovative environments and solutions focused on Digital Marketing, IT Development, Sales Channels and Services.

I am a Digital Marketing Evangelist with experience in boosting market enthusiasm through the good use of available tools to optimize results, To apply good work practices and a relentless desire to achieve goals.

The idea is to be able to develop increasingly multichannel work environments by applying the omnichannel concept. Being able to transform an operation that was basically physical into a bold virtual system that exceeds goals by fully serving the customer, is the focus of the work I develop.

With more than 20 years of experience around technology, and his training in Marketing and Social Communication Networks. He has worked as an IT support technician and digital marketing executive at companies such as Apple, Direct Channel, Nextel, Techmag, BNDES and FIFA.

## PROFESSIONAL EXPERIENCE

### Communication and Marketing Specialist Direct Channel

• 01/2020 – 11/2022 – São Paulo, Brazil - Remoto

Responsible for the development of the new virtual service, sales and management channel, it monitors, analyses, manages and supervises Marketing strategies and campaigns.

The entire consultancy support course was developed, which until then was all face-to-face, in the EAD format. Recording, editing and all media handling was carried out to present an excellent teaching platform for sales and channel consultants.

Development and design, construction and management of websites, integrations and programming with reports and automated management of Marketing and CRM.

The operation, which until then was physical, was literally transformed into a new online management of the sales and management processes.

- Creation and management of digital marketing for social networks and media in general.
- Management of SEO, marketing campaigns and adaptation in EAD websites and portals. User support and sales,
- Editing and publishing text content and promotional videos, tutorials and video lessons.
- CRM management for Marketing and Conversation campaigns for Thinkific EAD, RD Station Marketing and CRM, Zapier, Wix, Wordpress, Trello, Office 365, PowerBI.

Digital marketing carried out with Google Analytics, Google Ads, Facebook Ads. Youtube Ads

- Image editing: Photoshop, Adobe, Gimp, Filmora, Apple, Leadlovers, EAD box, Salesforce, Web development.
- Development: JavaScript; HTML; HTML5; Python; CSS, API
- BI development: Powerbi; Advanced Excel, Google Analytics

### **APPLE Advisor - Tier two – Bilingual Apple**

10/2015 – 07/2018 – São Paulo, Brazil

Apple user support both in Hardware and Software, starting as Tier one and reaching evolution for great results, the status of Tier two Support Specialist from Apple. Worldwide manufacturer of computer equipment, smartphones, watches, tablets, televisions, players and cloud. • Technologies: IOS, Mac OS, WatchOS; JavaScript; HTML; HTML5; Python;

CSS;

- Products: Mac, iPhone, iPod, iPad, Watch, Apple TV, iTunes, Office 365 for Mac

### **Specialist in Network Communication and Digital Marketing Digital Marketing Studio**

03/2015 – 01/2020 – São Paulo, Brazil

Responsible for the development and management of Digital Marketing, SEO, Google Ads, Facebook Ads and others projects.

Managed the production of image registration in promotional and event content. Image editing was the strong point of the work carried out, always delivering quality material to the company's customers.

- Production of promotional material, banners and arts
- Creation and development of projects.

- Fundraising and Sponsorships. Technologies: SONY Camera | SONY Vegas | 'CANNON | Photoshop | Illustrator |
- Flash | Dreamweaver | Corel | InDesign | CUT Pro | Ultimate CUT PRO | Movavi | iMovie | Streaming Apps | filmora

### **NAS Storage Marketing Business Manager Techmag - 8iT - Computer Storage Products**

04/2015 – 09/2015 – São Paulo, Brazil

Management of the marketing and sales operation of backup storage products. Assistance to customers in choosing, demonstration of operation, offering tastings or distribution of samples.

- Assist in the development of commercial strategies.
- Monitor and identify market trends to anticipate and suggest actions that promote the products.
- Products: NAS Storage, RDX, QNAP NAS, QNAP DAS, Synology NAS

### **Production Assistant HBS - Broadcast Television - FIFA World Cup** 04/2014 07/2014 – São Paulo, Brazil

A once-in-a-lifetime experience, being able to work as a producer, net cabman and cameraman at one of the biggest sporting events in the world. Responsible for installing and structuring the World Cup cabling network cabling implementation, mapping and structuring and execution of connections. Spider cameras and 4K cameras with Ultra HD streaming. I supported the production team and captured footage on a live soccer field.

- World Cup Production Team - FIFA - HBS - host broadcast.
- Metal wiring and fiber optic support.
- Capture and Coverage of HD Images of the "FIFA WORLD CUP 2014" Games. Technologies: SONY, fiber deployment
- Optical, LAN, IP, WDM, TCP-IP DWDM, NFS, Switching (VLANs, Trunks), Routing, VPN and Firewall

### **Bilingual Technical Assistant Nextel Telecommunications**

08/2008 – 03/2015 – São Paulo, Brazil

Responsible for Hardware and Software support of IDEN telecommunication system as Data Support Analyst reaching the position of equipment technician. I carried out the implementation of the new intranet for the company, modernizing the site and applying development and ITIL and ITSM.

- Backup storage support
- Help Center
- Nexthelp Intranet Development and Support (RightNow Project).

Technologies: WINDOWS - MacOS - Linux

- For Cell Phones: Android OS – Apple IOS – Blackberry - IDEN,

- Operative Systems: Windows, mac OS, Linux,
- Programing: JavaScript, Spring, Oracle, HTML, HTML5, Phytion, CSS,jQuery, Office 365.

**FINAME - BNDES Team Manager BNDES - Banco de Desenvolvimento**  
10/2007 – 05/2008 – Rio de Janeiro, Brazil

I was supervisor of teams at Development Bank of Brazil, formed to provide support to any company or physical personnel that wants to invest in business in Brazil.

- FINAME state funding project.
- Support and registration of companies and individuals seeking BNDESfinancing for the production and acquisition of new and domestically manufactured machinery and equipment

## EDUCATION AND TRAINING

### Postgraduate Degree

Specialist in digital communication and social media management  
Universidade Anhembi Morumbi

### Graduation - Marketing Estácio

Uniradial University

### Advanced English Course

Advanced Course  
CCBEU - Centro Cultural Brasil Estados Unidos.

## DIGITAL SKILLS

### Programming

HTML, CSS, JavaScript, Phytion, PHP, web API, ITIL, Zapier.

### Operative Systems

Windows, MacOS, Linux, Android OS, iOS Apple

### Frameworks

Foundation, Hibernate, Spring, jQuery

### Tools

Adobe Photoshop, Adobe Premier, Adobe Illustrator, Adobe in Design, Invision, Adobe functions, Adobe XD, Figma, Balsamiq, Sketch, Wordpress, Visual Studio, Visual Expert, Final cut, Office 365, Microsoft Azure, Powerbi, PowerQuery, PowerPivot. Google Ads, Analytics, My Business SEO and Content Marketing.

### Colaborative Tools

Planner, Trello, Jira, others.

## **ORGANIZATION SKILLS**

I have great organizational skills and meet scheduled metrics. My experience in operational services has given me the ability to evolve in organizational matters. The pursuit of goals made me a professional who strives for perfection and excellence.

## **SOCIAL AND COMMUNICATION SKILLS**

I have excellent speaking, speech and improvisation skills due to theatrical preparation in youth and lectures in which I was the protagonist as a training instructor. I also have a resourcefulness in communicating with children, young people and the elderly.

## **WORK RELATED SKILLS**

I establish performance parameters with leadership specialties, always focusing on exceeding expectations and performance goals. One of the main differences that brings the organization that I come to work for is being able to gather solid experience in IT and development linked to Digital Marketing and Social Network Communication.