



ANDREIA VIEIRA

SPECIALIST IN PLATFORMS AND DIGITAL MEDIA

CONTACT

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SKILLS

- SMART SLIDES ●●●●●●
- DIGITAL MEDIA ●●●●●●
- DIGITAL PLATFORMS ●●●●●●
- UX DESIGN ●●●●●●
- GRAPHIC DESIGN ●●●●●●
- TRANSMEDIA STORYTELLING ●●●●●●
- CONTENT MARKETING ●●●●●●
- DESIGN SPRINT ●●●●●●
- SCRUM METHODOLOGY ●●●●●●

LANGUAGES

- PORTUGUESE ██████████
- ENGLISH ██████████
- SPANISH ██████████

KNOWLEDGE IN SOFTWARE

- WINDOWS E WORD ●●●●●●
- POWERPOINT ●●●●●●
- CORELDRAW ●●●●●●
- CAMTASIA EDITOR DE VÍDEO ●●●●●●
- FILMORA EDITOR DE VÍDEO ●●●●●●
- PROSHOW EDITOR DE FOTO ●●●●●●
- OBS STUDIO STREAMING ●●●●●●
- MONDAY GESTOR TAREFAS ●●●●●●
- WIX ●●●●●●
- FABAPP CRIADOR DE APPS ●●●●●●
- EXCEL ●●●●●●
- SENDPULSE AUTOM. MKT ●●●●●●
- MARVEL, AXURE, XD ●●●●●●
- HOLYRICS SLIDES CREATOR ●●●●●●
- VMIX LIVE STREAMING ●●●●●●
- RD STATION AUTOM. MKT ●●●●●●
- ADOBE PHOTOSHOP ●●●●●●
- TRELLO GESTOR TAREFAS ●●●●●●
- PREZI PRESENTATION ●●●●●●
- ADOBE PREMIERE ●●●●●●
- ADOBE ILLUSTRATOR ●●●●●●

EXECUTIVE SUMMARY

Marketing and UX professional with an analytical-creative profile, with over 20 years of experience in communication, trade, marketing, digital media, development and management of digital platforms.

In constant pursuit of customer satisfaction, I specialized in user experience and customer-centric. I currently work at an Innovation and Technology Center with presence in Brazil and Portugal developing projects for the launch of new products in multidisciplinary Squads. I use customized methods according to each project, having a systemic view of the customer and Stakeholders experience, ranging from a pitch presentation to the customer's after-sales experience.

I can apply knowledge based on research, regionalization, culture and customer focus.

KEY SKILLS

- ◆ Inbound Marketing ◆ Storytelling ◆ SEO ◆ Email campaigns ◆ Blog setup & management ◆ Content Marketing ◆ Social media ◆ AB testing ◆ Streaming ◆ Endomarketing ◆ Customer's Journey ◆ Prototype MVP ◆ Design Sprint ◆ Design Thinking ◆ Paid, organic, viral campaigns ◆ design ◆ Digital strategy ◆ Organization of in-person events ◆ Webinars ◆ Digital strategy ◆ Launch ◆ Communications ◆ Brand positioning ◆ Slideshows ◆ Storyboards ◆ Moodboards ◆ Script creation ◆ Video editing ◆ Content layout ◆ Communication plans
- ◆ E-commerce ◆ Retail ◆ Telecom ◆ IoT ◆ Wholesales ◆ NGO

PROFESSIONAL EXPERIENCE

BRAIN INNOVATION

Designer Experience (UX/UI/CX)
Nov 2020 - Current

Brain Innovation is the Algar Group's Institute of Science and Technology. Here, great ideas and disruptive solutions are born, which transform people and organizations. Operations in Brazil (São Paulo-SP, Recife-PE, Uberlândia-MG) and Portugal.

Key Responsibilities

- Generation of low and high fidelity prototypes (wireframe and visual);
- Application and validation of MVP;
- creation of personas, user journey flow;
- User surveys and carrying out usability tests, A / B tests;
- Creation of Moodboard, Storyboard, style guides, sales pitch presentations;
- Storytelling, Storyselling, Journey mapping, CX metrics;
- Digital Marketing Campaigns for product launches.

MARTINS S/A

Martins is the largest wholesale marketplace distributor in Latin America. It serves more than 200 national and multinational industries. Highlight of sales of major brands in Brazil, such as Samsung, Epson, Unilever, Nestlé, 3M, Colgate.

Senior Marketing Analyst | P.O. Digital Squad
Jan 2016 - Nov 2020

Key Responsibilities

- Development, management and execution of streaming and content platforms (UX);
- Gamification and curation of digital content for Edutainment methodology;
- Online services for retail, webinar organization, client cluster communication planning, transmedia storytelling;
- Script monitoring, video and text production;
- Digital Marketing Strategies such as Adwords, remarketing, email marketing, Whatsapp, Ladings, Social Media;
- Customer Journey and Personas;
- Data analysis by Analytics.

Trade Marketing Analyst
Jul 2004 - Ago 2008

Key Responsibilities

- Communication planning, promotion and actions to retail customers;
- Industry sales incentive to the commercial team;
- Promotional Calendar and Offer Magazines;
- Creation and management of product mix catalogue;
- Organization of award events and travel;
- Preparation of advertising materials for points of sale (retail).

IDEIA COMUNICAÇÃO

Communication Consultant
Nov 2008 - Dec 2015

Ideia Comunicação is an advertising agency that develops offline and online communication solutions for retailers, banks and NGOs.

Key Responsibilities

- Development and execution of online and offline communication such as social media, websites, print and signage materials;
- Advertising arts direction and its applications;
- Organization of retail events.
- Creation of print and digital product designs.

ALGAR TELECOM

Communication and Marketing Analyst
Jul 1999 - Out 2002

Algar Telecom is a Brazilian telecommunications company present in 16 states and the Federal District. It is the fifth largest without telecommunications segment in Brazil. It works with Telecom, IT and IoT services.

Key Responsibilities

- Brand management;
- Communication plan with customers;
- Press relations;
- Research with customers;
- Relationship with suppliers (agencies, press, production companies, printers);
- Event organization.

EDUCATION

BELO HORIZONTE-MG
BRAZIL
2018 - 2019

● **ESPECIALIST IN UX DESIGN**
Institute of Management and Information Technology
MBA in Interaction Design (UX Design)

RIBEIRÃO PRETO-SP
BRAZIL
2014 - 2016

● **ESPECIALIST IN DIGITAL MEDIA**
University Estacio
MBA in Communication and Marketing in Digital Media

SÃO PAULO-SP
BRAZIL
MAR - OUT 2000

● **CONTINUED EDUCATION IN MARKETING**
FGV - Getúlio Vargas Foundation

UBERLÂNDIA-MG
BRAZIL
1996- 1999

● **BACHELOR IN ADVERTISING AND MARKETING**
UNITRI - University Center of the Triângulo
Social Communication course with qualification in Advertising and marketing

OTHER ACTIVITIES

● **EDITORIAL ADVISOR**
ABECORTEL MAGAZINE SÃO PAULO-SP, BRAZIL

● **SPEAKER**
UNITRI UBERLÂNDIA-MG BRAZIL - LECTURE: EVENT ORGANIZATION
SEBRAE FLORIANÓPOLIS-SC BRAZIL - LECTURE: OMNISHOPPER
ASPED UBERLÂNDIA-MG BRAZIL - LECTURE: SMART PRESENTATIONS
PROVANZA FRANCHISING BRAZIL - LECTURE: EXPERIENCE MARKETING

● **VOLUNTEER**
ASPED UBERLÂNDIA - BRAZIL
CELTA UBERLÂNDIA - BRAZIL

COMMUNICATION TECHNIQUES COURSE
PORTUGUESE COURSE FOR SPANISH SPEAKERS IMMIGRANTS
MUSIC - VOCAL AND GUITAR
COMMUNICATION

TECHNICAL VISITS PROFESSIONALS

- FACEBOOK
SÃO PAULO-SP
- MERCADO LIVRE
MELICIDADE - SÃO PAULO-SP
- UOL EDTECH
SÃO PAULO-SP
- MEU SUCESSO.COM
SÃO PAULO-SP
- SEBRAE LAB
BRASÍLIA-DF
- RESEARCH CENTER AND
DEVELOPMENT UNILEVER
SÃO PAULO-SP
- LEO LEARNING BRASIL
RIO DE JANEIRO - RJ
- CNN
ATLANTA, GA - USA

UPDATE COURSES

- CONTENT MARKETING
ROCK CONTENT UNIVERSITY
- STORYTELLING TRANSMEDIA TO
BUSINESS - MARTHA GABRIEL
- BLOCKCHAIN
IGTI
- DESIGN SPRINT
UDACITY
- PRESENTATION & DATA DESIGN
KATYA KOLAVENKO - SPAIN

INTERNATIONAL TRAVEL

- UNITED STATES
- ENGLAND
- FRANCE
- PORTUGAL
- SPAIN
- BAHAMAS
- ARGENTINA

PORTFOLIO
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