Thiago Acquaviva

Brazilian, Married, 37 years old
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OBJECTIVE

Web Designer, Graphic Designer, Social Media, Marketing

EDUCATION

❖ **Postgraduate**: Digital Media and Communication

   ESPM - Escola Superior de Propaganda e Marketing (concluded: 2018)

❖ **Undergraduate**: Bachelor's in Information Systems

   FIAP - Faculdade de Informática e Administração Paulista (concluded: 2011)

PROFESSIONAL EXPERIENCE

August/2017 - Present – Looplex
Position: Web Designer
- Proficient in creating and maintaining websites, hotsites, and landing pages using HTML, CSS, JavaScript, and Bootstrap.
- Development of web pages for business documentation using the Gatsby React framework and MDX reference language.
- Creation of visual content and support for events and courses at Looplex Academy, as well as promotional materials for educational programs.
- Proficient in developing dynamic and impactful presentations in PowerPoint, enhancing internal and external visual communication.
- Creation and management of social media platforms including Facebook, Instagram, LinkedIn, and YouTube, increasing brand engagement.
- Experience with planning and executing digital marketing campaigns aimed at increasing visibility and conversions.
- Management and data analysis of CRM using platforms like RD Station and Pipedrive to optimize relationship and sales strategies.

❖ **June/2024 - Present - Nossa Gente** *(Orlando - FL, EUA)*
Position: Social Media (freelancer)
- Writing blog posts focused on news from Florida aimed at the Brazilian audience, emphasizing clarity, relevance, and engagement.
- Development of content and strategic management of social media platforms with a focus on content curation and increasing brand engagement, visibility, and audience growth.

❖ **April/2024 – Present - Macrobaby** *(Orlando - FL, EUA)*
Position: Web Designer (freelancer)
- Responsible for product listings on the Macro Baby e-commerce site with precision and quality in product descriptions, images, and technical specifications.
- SEO optimization to improve product visibility in search engines.

❖ **September/2020 - May/2021 – Assureline Insurance** *(Orlando - FL, EUA)*
Position: Designer (freelancer)
- Proficient in creating visually appealing corporate and promotional materials to increase brand presence and engage the target audience.
- Creation and strategic management of social media content, specialized in content curation and strategic management to drive engagement, brand visibility, and audience growth.

March/2015 - February/2017 - StuntBurger
Position: Designer (freelancer)
- Proficient in creating graphic and digital artwork for visually attractive menus that enhance the dining experience and stimulate customer engagement.
- Skill in creating artwork for food and beverage packaging, ensuring products stand out.
- Experience in designing posters, banners, and promotional materials both digitally and graphically.

July/2012 - April/2017 - AirON Inovação do Brasil
Position: Web Designer

- Creation and development of visually appealing and functionally efficient websites ensuring an optimal user experience.
- Implementation of Search Engine Optimization (SEO) strategies to improve site visibility and organic search rankings, resulting in increased traffic and engagement.
- Experience in creating promotional and corporate materials aligned with brand identity, promoting a strong market presence.
- Proficient in creating and editing images and iconography specifically tailored to the Telefonica Vivo system, ensuring brand consistency and visual excellence.
- Creation of dynamic and visually engaging presentations in PowerPoint, effectively communicating complex ideas and information to the target audience.

❖ **April/2010 - July/2012 - Sandoval & Sandoval Software**
Position: Web Designer
- Creation of websites for events and conferences.
- SEO strategies to increase site visibility, organic traffic, and improve rankings.
- Experience in producing educational CD-ROMs with academic content adapted for events and conferences.
- Proficient in image processing and editing techniques to enhance visual content, ensuring high-quality graphics for events and conferences.

❖ **August/2008 - August/2009 - Acquaviva Promoções & Eventos**
Position: Web Designer (Trainee)
- Management and maintenance of websites ensuring updated content and optimized functionality.
- Web support and customer service management via email ensuring quick and effective resolution of problems and inquiries.

LANGUAGES

- Portuguese – Native
- English – Advanced
- Spanish - Basic

CERTIFIED COURSES AND EXTRACURRICULAR ACTIVITIES

- AI for Social Media Marketing + Advertising (Udemy/2024)
- Artificial Intelligence: Boost Your Productivity (Conquer/2024)
- Digital Manager and Metaverse (Exame/2024)
- Social Media: Strategies to Engage the Audience (Alura/2023)
- Branding (Alura/2023)
- Flexbox (Alura/2023)
- Responsive Layouts (Alura/2023)
- SEO: Website Optimization (Alura/2022)
- JavaScript (Alura/2022)
- Web Accessibility (Alura/2022)
- Bootstrap 4 (Alura/2022)
- CSS Architecture (Alura/2022)
- HTML 5 and CSS 3 (Alura/2022)
- Digital Security (KnowBe4/2021)
- Adobe Illustrator CS6 (DRC/2013)
- Adobe Photoshop CS6 (DRC/2013)
- Graphic Production (DRC/2013)
- Creation and Design (IMPACTA/2010)
- Xhtml Tableless (IMPACTA/2010)
- Web Technology and Project (IMPACTA/2010)
- Professional Qualification - Java Programming (FIAP/2008)
- Professional Qualification - C Programming (FIAP/2007)

PORTFOLIO

www.thiagoacquaviva.com.br