



PERSONAL DETAILS

Residential Address: 123 Dreamland Street, 45987 Moema BRAZIL
Mobile: +555 666 777
Date of Birth: 1 April 1980
Nationality: Brazilian

CAREER OBJECTIVE

To expand skills and experience within the marketing department of an international sports events company or association

EDUCATION HISTORY

May 2006 – Current **University of Sao Paulo**, Sao Paulo BRAZIL
<http://www.fe.usp.br>
Masters in International Marketing
Expected graduation: Oct 2007

Jan 2002 – Nov 2005 **University of Sao Paulo**, Sao Paulo BRAZIL
Bachelor of Business in Sports Management

May 1999 – Feb 2001 **Augusto Laranja High School**, Sao Paulo BRAZIL
High School Certificate equivalent

WORK EXPERIENCE

Jan 2006 – Current **MOEMA MARKETING**, Sao Paulo BRAZIL
<http://www.moemamkt.com.br>
Marketing Trainee – Casual (weekends and holidays)

Responsibilities and achievements:

- Developed marketing and promotional material for sporting events
- Coordinated in-house events for the annual *Moema Sports Marketing Fair* including audio visual, entertainment, programming, food and beverage and staffing requirements
- Attended Regional Conference 'Sports Marketing in Brazil 2007'
- Increased readership of the Summer Edition of Moema Sports Magazine by 10% through promotional campaigns

Jun 2006 – Sep 2006 **THE ART OF MARKETING**, Sao Paulo BRAZIL
<http://www.artofmarketing.com>
Internship – 12 weeks full-time

Responsibilities and achievements:

- Assisted in the preparation of copywriting including press releases, radio and newspaper advertisements
- Conducted market research into client demographics
- Coordinated in-house internal marketing promotions such as 'Employee of the Month' selection
- Updated content of *The Art of Marketing* website
- Assisted Marketing Manager with general sales and marketing administration tasks



COMMUNITY INVOLVEMENT & RECOGNISED ACHIEVEMENTS

2006 Council	Selected as President of University Recreation and Sports Representative
2005/2007	Commendation for Academic Excellence – Head of Sports Marketing, SP University
2000 – 2006	Captained Flora Seju Tennis Team
2005	1 st place in the Flora Seju Regional Volleyball Championships
2003 – 2006	Chaired the Sao Paolo Sports Ball Coordination Committee
2003 – 2007	Volunteer – Fundraising for Amnesty International and the 40 Hour Famine

OTHER SKILLS AND CERTIFICATES

Computer Skills:

- Microsoft XP applications (Word, Excel, Office, PowerPoint, Outlook, Access) – Advanced
- Microsoft Office Document Imaging and Scanning - Advanced
- Acrobat Reader 6.0 – Intermediate
- Fidelio Front Office Systems 6.02 – Beginner

Language Skills:

- Portuguese - Native Tongue)
- French - Basic (reading and writing skills)

Other:

- St John's Ambulance Senior First Aid Certificate - 2007

PERSONAL COMPETENCIES

- Ability to work in a fast-paced environment to set deadlines
- Excellent oral and written correspondence with an exceptional attention to detail
- Highly organised with a creative flair for project work
- Enthusiastic self-starter who contributes well to the team

INTERESTS AND ACTIVITIES

- Tennis, volleyball, surfing, pottery, graphic design

REFEREES

Mr Juan Maciel
Events Manager
Moema Marketing
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Moema 38280
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Marketing Manager
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