



Hello, I am Charles!

Charles, who?

My name is Charles Esmeraldino Gomes Henriques Cavalcanti, I am a **publicist with experience in copywriting, strategic planning, SEO, UI/UX design, marketing, and art direction**. My latest projects overcame the country limits and brought me to the international market.

I am passionate about photography, nature, adventures, and travel, being these involved in my main hobbies.

In addition to my native language, Portuguese, I am fluent in English and have experience with simultaneous translation through a gap year dedicated to volunteer service in a project for communities and schools in the city of Natal-RN, with exchange students from different parts of the world. This experience has led me to start growing the communication skills that had made it possible to start working with Community Management.

Resume summary

1. Who I am
2. Objective
3. Education
4. Habilities and Knowledge
5. Experience

Contact me!

Telephone | WhatsApp

+55 (84) 9 9424-2886

E-mail

contact@charlescavalcanti.com

Portfolio

www.charlescavalcanti.com

My objective

is to work as a bilingual professional (Portuguese and English), understanding and implementing improvements by the usage of data analysis in my workflow. I am focusing on my professional development towards the success of the companies I work with, performing attention to every detail and contributing with my knowledge to upgrade the team level I'm located in.

Education

BACHELOR (BCS) IN ADVERTISING
ESTÁCIO DE SÁ · Workload: 2.672 hours.

BACHELOR OF TECHNOLOGY (BTECH) IN MARKETING
WYDEN UNIFAVIP · Workload: 1.600 hours.

Habilities and Knowledge

Marketing and Advertising

- Social media account management and content creation. (Twitter, Facebook, Instagram, Reddit, TikTok).
- Paid traffic campaign planning and execution (Google Ads, Meta Business Suite).
- Campaign planning and execution.
- Branding planning process.
- Community management
- Sales optimization.
- KPI analysis.
- NFT/Crypto Discord and Telegram community management.
- NFT/Crypto Discord and Telegram marketing.
- UI/UX Designer.
- Graphic Design Skills.
- Coolhunting.

Data elaboration, collection, and analysis

- Document elaboration, editing, and automation (Microsoft Office, OpenOffice).
- Creative and efficient informational displaying of data information.

Communication

- Bilingual Fluency: Portuguese and English (speaking, writing, reading).
- Excellent rhetoric and interpersonal communication.
- Ice breaker skills, to develop community conversations through strategic planning.
- Emotional intelligence skills to preserve performance under pressure.
- Elaboration and translation of papers, videos, and other data frames.

Software Experience

- **Adobe Illustrator**
7 years
- **Adobe Photoshop**
7 years
- **Adobe After Effects**
5 years
- **Adobe Premiere Pro**
5 years
- **Adobe XD**
3 years
- **Facebook ADS**
(Meta Business Suite)
4 years
- **Google AdSense**
2 years

Language Fluency

- **Brazilian Portuguese**
Native
- **English**
Fluent
- **Spanish**
Intermediary
- **Italian**
Basic

Work Experience

GRAPHIC DESIGNER AT E-NOVA

FROM JUN/2015 TO FEB/2016, BRAZIL

Main Activities:

- Development of business identity (logo, business cards, presentations, etc).
- Product Design.
- Social media content creation.

SOCIAL MEDIA AT CANAÃ FRUIT PULP

FROM OCT/2015 TO NOV/2017, BRAZIL

Main Activities:

- Product Design (Package development).
- Social media content creation and community management.
- Graphic material design (folders, stickers, banners, etc.).

GRAPHIC DESIGNER AND UI/UX AT CONSTRUTOR DIGITAL

FROM JAN/2017 TO FEB/2022, BRAZIL

Main Activities:

- Social media content creation and community management.
- Graphic material design (logo and printing materials).
- UI/UX Design for Web Systems and Web Sites.
- Video editing.

SOCIAL MEDIA AND GRAPHIC DESIGNER AT 'ESPECIARIO GROUP'

FROM FEB/2017 TO OCT/2022, BRAZIL

Main Activities:

- Social media content creation and community management.
- Brand identity creation.
- Product design
- Paid traffic planning and execution.
- Sales optimization.

MARKETING MANAGER AT CHEF FIT'S RESTAURANT

FROM FEB/2019 TO AUG/2019, BRAZIL

Main Activities:

- Social media content creation.
- Social media community management.
- Brand identity creation.
- Paid traffic planning and execution.
- Events planning and execution.
- Crisis management.

CREATIVE DIRECTOR AT CASA MASCAVO
FROM FEB/2019 TO OCT/2022, BRAZIL

Main Activities:

- Social media content creation.
- Social media community management.
- Paid traffic planning and execution.
- Marketing campaign planning and execution.
- Graphic material design.
- UI/UX Design for Web Sites.
- Video editing.
- Blog content writing.

PAID TRAFFIC MANAGER AT RENDER CRIATIVO
FROM MAR/2022 TO AUG/2022, BRAZIL

Main Activities:

- Paid traffic planning and execution.
- KPI Analysis.

SENIOR PUBLICIST AT BBZ
FROM MAR/2022 TO OCT/2022, CANADA

Main Activities:

- Social media account management and community management.
- NFT/Crypto Discord and Telegram community management.
- Paid traffic campaign planning and execution.
- Branding planning process.
- Website UI/UX Design.
- KPI analysis.

**If you have any questions,
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