

# MARCOS MONTEIRO DE SOUSA LIMA

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## SUMMARY

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I was born and live in Rio de Janeiro in Brazil. I have a degree in Social Communication - Advertising and am passionate about Communication and Technology.

I worked in some communication companies (Editora Páginas Amarelas, Dia Design - agency, and Jornal O DIA) and developed volunteer projects (Creative workshops, locally printed newspapers, product photography, websites, etc.).

I accumulated experiences in team leadership, project and change management, planning, decision-making, risk analysis, process improvement, and problem-solving.

Since 2019, I have been a freelance editor of a blog, using the Webflow platform since the beginning of the project. I also write articles for the blog and feel very good about creative processes and the development of ideas.

I always try to be ready to face difficulties, learn and seek progress constantly to deliver good results.

## Skills & Tools - highlights

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- |   |                                     |
|---|-------------------------------------|
| • Agile Methodologies                   | • Logical reasoning                 |
| • Analytical capability                 | • Mind Mapping                      |
| • Blogs - creation and management       | • No-code web development           |
| • Budget preparation                    | • Organizational awareness          |
| • Business vision                       | • Planning                          |
| • Change management                     | • Problem-solving                   |
| • Cloud Computing                       | • Process improvement               |
| • Communication                         | • Project Management                |
| • Conducting trainings                  | • Resource management               |
| • Creation and construction of websites | • Risk Analysis                     |
| • Database Modeling (SQL)               | • Search engine optimization (SEO)  |
| • Digital content editing               | • Strategic vision                  |
| • Experience with internal controls     | • Team management                   |
| • Interpersonal relationship            | • Technical and advertising writing |
| • IT Management                         | • User Experience Analysis (UX)     |
| • Leadership                            | • Work ethics                       |
| • Adobe Indesign and Photoshop          | • Microsoft Office 365 & Teams      |
| • Google Analytics and Search Console   | • Microsoft Project & Visio         |
| • Google Workspace                      | • Trello                            |
| • HTML & CSS                            | • Webflow                           |
| • ITSM tools                            | • Wondershare Filmora 11 (vídeos)   |

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## Relevant Work Experience

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### **Creative Writer, Digital Content Editor, Webflow Developer, Site Builder and SEO/UX Analyst**

*Freelancer – Home Office (2018 – present), Rio de Janeiro*

- Ads' Production
- Blogs - creation and management
- Creative and Tech Writing
- Image editing
- Mind Mapping
- No-code web development
- Posts to Social Networks
- Products Photography
- SEO
- User experience analysis (UX)
- Video editing
- Webflow
- Websites creation and building

### **IT Manager**

*Jornal O DIA and Meia Hora (1995 – 2018), Rio de Janeiro*

- **IT Manager** (May 2016 - Jul 2018)
- **IT Infrastructure and Support Coordinator** (Apr 2013 – May 2016)
- **IT Analyst** (Oct 1995 – Apr 2013)
- Agile methodologies
- Budget preparation and monitoring
- Change management
- Cloud Computing
- Communication – internal and external
- Conducting training
- Creation and construction of websites
- Data Security Administration
- Database modeling (SQL)
- Experience with internal controls
- Governance and Service Desk
- Interpersonal relationship
- IT Management
- Leadership
- Logical reasoning
- Mind Mapping
- Negotiation with service providers
- Organizational awareness
- Planning
- Problem-solving
- Process improvement
- Project management
- Resource management
- Risk Analysis
- Software license management
- Team management
- Technical writing
- Work ethics

### **Tech Admin**

*Dia Design Ltda. (Agency) (1990 – 1995), Rio de Janeiro*

- Conducting training
- Digital editing of books and magazines
- Graphic Production
- Image editing
- Interpersonal relationship
- IT Admin
- Negotiation with service providers
- Planning
- Problem-solving

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## In-house newspaper producer and sub-editor

*Editora Páginas Amarelas (1989 – 1990), Rio de Janeiro*

- Communication (internal)
- Conducting training
- Digital editing of an in-house newspaper
- Editorial research
- Endomarketing
- Graphic Production
- Image editing
- Interpersonal relationship

## Education

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### Bachelor of Social Communication – Advertising

*FACHA – Faculdades Integradas Hélio Alonso (2003)*

## Certifications

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### Foundations of Project Management

*Coursera/Google (Setembro 2022)*

### EF Set Score C1 Advanced

*EF Standard English Test (Feb 2022)*

### Foundations of User Experience (UX) Design

*Coursera/Google (Nov 2021)*

## Languages

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- Portuguese (Native)
- English (Advanced – C1)

## Extracurricular Courses

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- Data analysis fundamentals
- Database Admin. Microsoft SQL
- ITIL v3 Foundation
- Organization and Methods (FGV)
- Project Management
- UX Design fundamentals
- Video editing (Avid Liquid Pro)
- Web Design (Dreamweaver)

## Projects

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### 'O Caminho do Universo' (Blog)

*Freelancer - Home Office (Sep 2019 - Present)*

- Using the no-code Webflow platform I started the project of this blog, where I am the editor and also author of articles sometimes.
- <https://www.ocaminhodouniverso.com/>

### 'Doces Teresa' (Site)

*Freelancer - Home Office (Jun 2004 - Present)*

- Development and administration of a virtual showcase of products for the chocolate fine candies of this business.
- <https://www.docesteresa.com.br/>

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## Creative Workshop

*Personal Projects (Jan 2008 – Feb 2008)*

- I created and held a workshop to create scripts and videos for teenagers during the school holidays.
- I explained the concepts of creation, script, acting and filming.
- The script was created collectively and was related to the theme 'Bullying in School'.
- After filming, voice acting and editing, we produced a short film video.

## Dog's Life

*Personal Projects (Jan 2002 – Feb 2002)*

- To enjoy the school holidays, I idealized an external work with my children, where we would walk around the neighborhood photographing various types of dogs, who lived on the street or in houses.
- The goal was to show how each one lived and compare with our Dalmatians.
- The result was a Powerpoint presentation, where each page had a photo and a caption.

## Volunteering

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### Educational Lectures

*FEFA - 'Fraternidade Espírita Francisco de Assis' (Jun 2018 – Dec 2019)*

- I held once a week educational lectures for FEFA visitors, before they were attended there.

### AMABA Journal

*Associação de Moradores do Bairro Adriana - AMABA (Feb 2008 – Nov 2009)*

- Remodeling project of the newspaper of AMABA (Campo Grande).
- I created a new design, new logo, produced the published texts and photos, editing and diagramming with Indesign of the new newspaper.

### Journal of Acolytes

*'Paróquia da Sagrada Família' (Jan 1994 – Dec 1995)*

- I helped turn a newspaper made with photocopies into editions diagramming with Adobe Indesign and printed into a printing press.
- I participei of planning, logo creation, editing and diagramming of each edition.