



Robson Silva Santos

Date of birth: 01/08/1992 | **Nationality:** Brazilian | **Phone number:**

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<https://www.linkedin.com/in/robsons-santos/> |

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● ABOUT ME

Professional with experience in development and management of the marketing sector, execution and analysis of sales actions, preparation of ROI reports, paid traffic management (Google, LinkedIn and Meta Ads), social media management, website development, SEO, planning and acting in events and company administration with a multisectoral team.

● WORK EXPERIENCE

01/10/2020 – 26/04/2023 Brasília, Brazil

MARKETING AND SALES MANAGER GRUPO MATIZES DUMONT

Management of the entire office, teams and sectors (marketing, commercial, financial, administrative, logistics and content production). Planning, monitoring and execution of sales actions and marketing strategies. Content management for Youtube channel and paid traffic management in Meta Ads and Google Ads.

01/03/2017 – 11/2019 Fortaleza, Brazil

MARKETING ANALYST FONNET NETWORKS

Plan and execute marketing strategies, monitor marketing and sales actions both in the local office and at events around Brazil. Responsible for brand advertising in telecom magazines. Paid traffic management on Google Ads, Meta Ads and LinkedIn Ads.

01/01/2016 – 04/2016 Fortaleza, Brazil

MARKETING INTERN SB CORRETORA DE IMÓVEIS

Management of social networks, creation of printed and digital material for disclosures and commercial actions and monitoring of social network metrics.

01/09/2014 – 31/07/2015

WEB DESIGNER HC ASSESSORIA CONTÁBIL

Development and management of websites and virtual store, management of digital marketing and design of digital documents for the accounting branch.

01/08/2011 – 31/01/2013 Fortaleza, Brazil

WEB DEVELOPER PAPEL VITRINE AGÊNCIA DE DESIGN E MULTIMÍDIA

Development, maintenance and translation of websites and virtual stores in CMS Wordpress platform.

● EDUCATION AND TRAINING

01/10/2022 – 04/2023 Brazil

MBA IN MARKETING & ANALYTICS Anhanguera University

Website <https://www.posanhanguera.com.br/>

01/08/2015 – 06/2017 Brazil

MARKETING MANAGEMENT Estácio de Sá University

Website <https://estacio.br/>

05/08/2008 – 31/01/2011 Brazil

COMPUTER TECHNICIAN (FOCUS ON WEB PROGRAMMING) Mário Alencar Vocational School

Website <https://sites.google.com/view/masolucoes>

● LANGUAGE SKILLS

Mother tongue(s): **PORTUGUESE**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	B2	B2	B2
SPANISH	A2	A2	A2	A2	A2
FRENCH	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Microsoft Office | Social Media | Google Drive | Microsoft Powerpoint | Outlook | Web (HTML, CSS, JS, TS, DHTML, ..) | HTML | Wordpress | Google: (Google Business, Google ADS, Google Analytics) | Meta Ads | Facebook Ads | Adobe CC (Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Dreamweaver) | Event Planning and Organization | Integrated email marketing platform: Mailchimp | RD Station | SEO | Search Engine Optimization

● ADDITIONAL INFORMATION

RECOMMENDATIONS

Carolina Forte Chief Sales Engineer

Robson was one of the most creative, multitasking marketers I've ever worked with. An expert in the world of conventional and digital marketing, with his development skills he was also responsible for creating the company's website. His work was so good that I hired him to develop my company's website and marketing strategy in 2020. I continue to recommend his work, which is impeccable in all areas he operates.

Phone (+55) 11983276019

Links <https://robsonsantos.com/#recommendations> | <https://www.linkedin.com/in/carolforte2207/>

Renan Goiano Sales Engineer

Excellent professional, with a lot of proactivity, determination, commitment and great insights, bringing an effective vision to day-to-day activities. In addition, his creativity and leadership posture are very

remarkable, always aligned with the company's strategy, proving to be beneficial for the business and the entire work team.

Phone (+55) 85996315378

Links <https://www.linkedin.com/in/renan-goiano-44b82013a/> | <https://robsonsantos.com/#recommendations>

Caroline Patrício Human Resources

A Super Professional, very determined! He always gets great results for being very focused and smart!

Links <https://www.linkedin.com/in/caroline-patricia-45a455181/> | <https://robsonsantos.com/#recommendations>

DRIVING LICENCE

Driving Licence: A | 13/07/2023 – 13/07/2033

Driving Licence: B | 13/07/2023 – 13/07/2033