



Hello, I am Charles!

Charles, who?

I'm Charles Esmeraldino Gomes Henriques Cavalcanti, a results-driven publicist with a proven track record in copywriting, strategic planning, SEO, UI/UX design, marketing, and art direction. I excel in navigating international markets and overseeing projects that transcend borders.

My strength lies in crafting compelling narratives, blending effective communication with a keen eye for design and a versatile skill set in marketing strategies. Beyond my professional expertise, I am passionate about photography, nature, adventures, and travel.

Resume summary

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

Contact me!

Telephone | WhatsApp

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E-mail

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Portfolio

www.charlescavalcanti.com

My objective

My objective is to excel as a multilingual professional, proficient in Portuguese, English, and Spanish, while seamlessly integrating data analysis into my workflow to fuel continuous improvements. Devoted to the success of the companies I collaborate with, I prioritize meticulous attention to detail.

I actively contribute my expertise to enhance team performance and am dedicated to fostering an environment that encourages professional growth. My ongoing focus on development aims to elevate the collective proficiency of the teams I engage with, ensuring sustained success in our endeavors.

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

- Trilingual Fluency: Portuguese, Spanish 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**
10 years
- **Adobe Photoshop**
10 years
- **Adobe After Effects**
8 years
- **Adobe Premiere Pro**
8 years
- **Adobe XD | FIGMA**
6 years
- **Facebook ADS**
(Meta Business Suite)
7 years
- **Google Adsense**
5 years

Language Fluency

- **Brazilian Portuguese**
Native
- **English**
Fluent
- **Spanish**
Fluent

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.

SENIOR PUBLICIST AT PINOUT
FROM JAN/2023 TO AUG/2024, BRAZIL

Main Activities:

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

CMO (CHIEF OF MARKETING OPERATIONS) AT KUJAKU INC
FROM SEP/2024 TO JAN/2025, CANADA

Main Activities:

- Providing ideas and guidance on marketing initiatives.
- Social media content creation and community management.
- Marketing campaign planning and execution.
- Graphic material design.
- UI/UX Design for the new web site and designing landing pages for campaigns that increase traffic and generate qualified leads.
- Using tools, services, and platforms to improve metrics, audience reach, and lead generation.
- Video editing.