

## Contact

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(LinkedIn)

## Top Skills

Método criativo de solução de problemas

Princípios de design

Logo Design

## Languages

Portuguese (Native or Bilingual)

Spanish (Professional Working)

English (Native or Bilingual)

## Certifications

Marketing Communication in Digital Media

Communication Management

Graphic Design

Media Management and Planning

# Alice Reis

Project Manager, PL graphic design (sr) & Front End Dev (jr).  
Greater Florianopolis

## Summary

With six years of specialized experience in design and a proven track record of driving successful outcomes for projects, I excel in transforming ideas into action. As a Project Manager, I am dedicated to orchestrating cohesive teams and streamlining processes to deliver results that exceed expectations.

In my current role at JMarketing, I spearheaded a dynamic team consisting of writers, digital marketers, developers, and designers, fostering collaboration and synergy among diverse skill sets. By implementing strategic processes and driving innovative solutions, I successfully reduced delivery time by half while garnering numerous positive reviews.

One of my greatest strengths lies in my ability to navigate seamlessly across multicultural teams, thanks to my proficiency in English, Spanish and Portuguese. Having managed teams spanning over 14 countries, I understand the nuances of communication styles and leverage my language skills to foster effective collaboration and maximize team performance.

Beyond driving project outcomes, I am deeply committed to making work enjoyable and effortless. I thrive in bringing focus and clarity to chaotic environments, serving as the linchpin that unites team members and ensures alignment with overarching goals. My passion for creating cohesive teams and facilitating seamless workflows enables us not only to accomplish our immediate objectives but also to lay the groundwork for future success.

If you're seeking a results-driven leader who can inspire teams, streamline processes, and drive tangible outcomes, let's connect and explore how we can collaborate to achieve your goals.

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## Experience

JMarketing Influence Agency  
Marketing Project Coordinator  
December 2023 - Present (8 months)  
Melbourne, Vitória, Austrália

I lead a dynamic team composed of writers, digital marketing professionals, developers, and designers. My role involves coordinating the marketing and traffic management team, multidisciplinary team coordination, strategic planning, and project execution. I implement strategic processes and innovative solutions, monitoring and analyzing KPIs for campaign optimization, and developing performance reports and presentations. I am responsible for budget management and resource allocation. I manage teams in over 14 countries using English, Spanish, and Portuguese.

Obsidiana  
Freelancer  
December 2022 - December 2023 (1 year 1 month)

As a freelancer, I developed various skills, including creating Email Marketing in bitmap and HTML, developing e-commerce websites, UI/UX for payment modals, Social Media, and Motion Design. I was also responsible for managing people, work, and business, creating visual identity and brand manuals, creating banners, developing social media content, creating product mockups, finalizing print-ready artwork, institutional videos, and PowerPoint presentations.

DePoster Quadros e Decoração  
Designer PL  
June 2020 - December 2022 (2 years 7 months)  
Florianópolis, Santa Catarina, Brasil

Digital media creation for social networks and advertisements. Development of 3D augmented reality projects and environments. Creation of 2D designs for animations and mockups. Custom artwork design. Video recording and editing. Development of tutorials for B2B partners. Use of spreadsheets for workflow management.

I was responsible for managing the flow of print jobs and inspecting the quality of files for printing. I also created and finalised custom artwork or photographs for printing in small and large sizes on vinyl or canvas.

MK Academy Floripa  
Video Editing Teacher  
December 2021 - May 2022 (6 months)  
Florianópolis, Santa Catarina, Brasil

As a video editing and multimedia instructor, I developed detailed curricula and lesson plans, teaching editing practices using Adobe Photoshop, Premiere, After Effects, and Audition. I trained students in image, video, animation, and audio editing techniques, fostering practical application through dynamic and interactive projects.

Universidade Federal de Santa Catarina  
Internship in Animation and Video Editing  
June 2019 - December 2019 (7 months)  
Santa Catarina, Brasil

Led the project for creating an institutional video showcasing the chemistry laboratory. Managed the entire project timeline, developed the storyboard, directed and filmed the video, and performed all editing and animation.

Angeloni  
Graphic Designer Jr  
January 2018 - January 2019 (1 year 1 month)  
Florianópolis, Santa Catarina, Brasil

Photography and image editing of products for Ecommerce, creation of email marketing for B2C, uploading products on the Oracle platform, and creation of charts and spreadsheets.

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## Education

Ananguera Educacional  
Criação Publicitária, Publicidade · (September 2023 - February 2024)

Ananguera Educacional  
Pós-graduação Lato Sensu - Especialização, Web Design · (July 2023 - December 2023)

Ananguera Educacional  
Tecnólogo, Design Gráfico · (December 2021 - July 2023)

Universidade Federal de Santa Catarina