

PERSONAL INFORMATION

Vinícius Cordon Martines

-  Lisboa (Portugal)
-  (+351) 964 070 562
-  viniciusmartines@gmail.com
-  <https://www.linkedin.com/in/vinicius-martines-ba98a852>

EDUCATION AND TRAINING

1 Mar 2011–19 Nov 2015

Bachelor in Marketing

Universidade de São Paulo, São Paulo (Brazil)

WORK EXPERIENCE

8 Jan 2016–15 Jul 2016

Marketing Analyst

Turner Broadcasting System, Inc. - Canais Esporte Interativo, São Paulo (Brazil)

Creating commercial proposals for the commercial department, from having the idea until producing and budgeting the proposals. In other words, finding creative ways to sell the channel and its platforms to other companies as a vehicle, using many different commercial formats, preferably customized solutions.

5 Jan 2015–8 Jan 2016

Marketing Intern

Turner Broadcasting System, Inc. - Canais Esporte Interativo, São Paulo (Brazil)

Support to ad sales area, working directly with the executives account manager prospecting and dealing with clients all over the country. Creating custom presentations according to the briefing, customer profile and broadcasting rights acquired by the channel. Moreover, the interns were also responsible for valuating it using spreadsheets, always trying to find the more interesting and profitable offer.

4 Apr 2014–19 Dec 2014

Marketing Analyst

Itaú Unibanco S.A., São Paulo (Brazil)

- CRM Project and Data Base at the sales area.
- Implementation of credit card online origination "Cartão Luiza", project carried out in conjunction with the digital business area of Itaú Unibanco and with the Magazine Luiza's e-commerce.
- Carried out to sales area focused in recovery and profitability of specific branch offices, through the financial services offered by LuizaCred.

4 Mar 2013–1 Apr 2014

Marketing Intern

Itaú Unibanco S.A., São Paulo (Brazil)

- Sales Planning and control of promotional activities
- Development of communication material for retail, control of marketing budget and sales campaigns
- Support along the commercial area for the achievement of sales targets
- Internal communication with all Magazine Luiza's retail branch in Brazil.

2 Jul 2012–28 Feb 2013

Marketing Intern

Canes Quality, São Paulo (Brazil)

Responsible for the customer relationship management, content developer for website, facebook, twitter and, in partnership with an advertising agency, a monthly newsletter. Expertise in programming

and development events such as, lectures, and courses related to the company.

PERSONAL SKILLS

Mother tongue(s) Portuguese

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Main Advanced Course 3 - Cultura Inglesa (São Paulo, Brasil)					
Spanish	B1	B1	A1	A1	A1
Universia Brasil S.A. - Espanhol A1					

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Other skills - Microsoft Office Programmes (Advanced)