

JOÃO MATTOS

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CAREER PROFILE

Multinational individual with proven leadership initiatives and outstanding ability to connect with people as well as to visualize creative ideas.

EXPERIENCE

Eco-Friendly Digital Marketing Internship

Ingenex Digital Marketing, Ann Arbor, MI

May 2013 – August 2013

Gained comprehensive experience in the field of digital marketing by managing and monitoring the online communities of Ingenex Digital Marketing. Developed marketing initiatives focused on growing the Ingenex business and identity.

- Assisted with the compilations of monthly reports and analytics for clients using Google Analytics, Google AdWords and Advanced Web Ranking
- Wrote SEO Articles
- Posted content for six different blogs
- Managed Ingenex's Social Media and Eco-Internship proprieties
- Contributed to startup projects
- Participated in the promotional branding of the "Ingenex Digital Bus Tour"

Social Media Account Manager

Pillar Social Media, Southfield, MI

November 2010 - April 2013

Developed strategic presence online through social networks for the different clients of Pillar Social Media. Created brand development, web site traffic growth, and provided community management.

Social Media and Communication Strategist

Neighborhood Engagement Centers, Michigan State University

September 2010 - May 2012

Created effective communications between the Engagement Center and Michigan State students through Spartan Connect as well as established a social media strategy for the Pilot Initiative.

Social Media Strategist

Restaurante Copa, São Paulo, Brazil

February 2010 - December 2011

Created effective brand development and statistics system to increase web site interaction and advertising revenue as well as edited content for social networking sites.

Social Media Strategist - Freelancer

São Paulo Futebol Clube, São Paulo, Brazil

June 2007 - March 2011

Adminstrated brand development and increased São Paulo's web site traffic growth. Utilized Facebook as an interactive medium to promote news and engage fans of the professional soccer team.

EDUCATION

M.A. in Advertising

Michigan State University
May 2012

B.A. in Interdisciplinary Studies in Social Science, minor in Anthropology

Michigan State University
May 2008

CERTIFICATIONS AND SKILLS

New Media Drivers License - Certified

Michigan State University
May 2010

Campus Ministry Leadership Institute - Certified

Notre Dame University
June 2007

Proficient in Social Media Marketing, Advertising and Public Relations

Expert in Facebook, Twitter and LinkedIn

Knowledgeable in Google Analytics, Google AdWords and Advanced Web Ranking

LANGUAGES

English

Bilingual proficiency

Portuguese

Native proficiency

Spanish

Professional working proficiency

References available upon request.