

Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **José Pedro Sousa Teixeira**
Address(es) Rua Cidade do Cabo 24 2ªA
P-9050-047 Funchal, Madeira (Portugal)
Mobile +351 964 129 559
E-mail pedroteixeira07@gmail.com
Nationality Portuguese
Date of birth 01.07.1984
Gender Male

Occupational field **Web Development, Design and Marketing**

Work experience

Dates	1 st June 2014 - on-going
Occupation or position held	Freelance Search Engine Optimization Manager
Main activities and responsibilities	Keyword research, benchmarking analysis, search engine optimization onsite and offsite, link building strategies and content creation for a tourism activities company website. Online communities strategy for SEO. Online customer nurturing and follow-up tools such as TripAdvisor.
Name and address of employer	Santa Maria Funchal, Rua de Santa Maria, n.º145, 9060-291 Funchal (Portugal)
Type of business or sector	Local Hostel, Restaurant and Bar
Dates	1 st October 2010 – 31 th October 2013
Occupation or position held	Digital Marketing Manager <i>CEO recommendation letter available.</i>
Main activities and responsibilities	Creation, design and web development using content management systems, HTML5, CSS and PHP. Search Engine Optimization strategies on and off site, Link building and Web Analytics metrics analysis. Content management mobile application system design (iOS, Android) and maintenance. Segmented Email marketing campaigns using CTAs, optimized through analytics study for business conversion. Ten-thousand community manager (Facebook page) built alone from scratch on a two year effort of Digital marketing initiatives, campaigns and user engagement strategies. Development and marketing strategies on other social networks (Pinterest, twitter). Social Network copywriting and original design. Artwork and graphical design for print magazines, newspapers and digital brochures.
Name and address of employer	Top Atlântico Madeira, Viagens e Turismo Lda. Avenida das Comunidades Madeirenses n.º 15, 9000-054 Funchal (Portugal)
Type of business or sector	Travel agency (Marketing Department)
Dates	1 st August 2013 - 30 th November 2013
Occupation or position held	Freelance Web Development and Marketing
Main activities and responsibilities	Keyword research, benchmarking analysis, search engine optimization on site and offsite, link building strategies and content creation for a tourism activities company website. Pinterest strategy and TripAdvisor techniques for customer gathering.
Name and address of employer	Birds & Company, Caminho das Neves, n.º14, São Gonçalo, 9060-202 Funchal
Type of business or sector	Tour Operator

Dates	15th August 2012 - 30th October 2013
Occupation or position held	Freelance Web Development, Design and Marketing
Main activities and responsibilities	Creation, design and Development of a diving school website on a first phase and Search Engine Optimizations on site for the second phase.
Name and address of employer	Mero Diving Centre Praia do Garajau 9125 - Caniço, Funchal
Type of business or sector	Scuba Diving School
Dates	1st July 2010 - 16th December 2010
Occupation or position held	Freelance Web Developer <i>CEO recommendation letter available.</i>
Main activities and responsibilities	Website development and optimization for domestic violence requested by Madeira island social security services using Joomla CMS.
Name and address of employer	SRAS - Centro Segurança Social da Madeira (Social Security Centre) Rua Elias Garcia, n.º14, 9050-503 Funchal
Type of business or sector	Madeira Island Regional Government
Dates	1st July 2009 - 1st October 2009 / 1st July 2010 - 1st October 2010
Occupation or position held	Scholar Internship - Research, Design and Development
Main activities and responsibilities	1st Phase: Literature review and research on location based services. 2nd Phase: Design and development of a mobile application focusing on location based services and navigation for the Android system.
Name and address of employer	Madeira Tecnopolo, S.A. (Technology research centre) Caminho da Penteada, 9000-105 Funchal (Portugal)
Type of business or sector	Scientific and technical activities

Education and training

Dates	November 2014 - on-going
Title of qualification awarded	CIM Diploma in Professional Marketing 2014
Principal subjects/occupational skills	Analyse an organisation's current and future internal and external environment, relevant information to recommend and inform strategic decision making; Develop a strategic marketing plan to realise organisational objectives; Manage resources to deliver the strategic marketing plan; Monitor, measure and adapt the marketing plan for continuous improvement.
Name and type of organization providing education and training	Oxford College of Marketing (University) / Chartered Institute of Marketing (CIM) Summertown Pavilion, Middle Way, Oxford OX2 7LG, United Kingdom
Dates	23th September 2008 – 10th June 2009 / 20th February 2014 - 29th October 2014
Title of qualification awarded	Informatics Engineering Masters / Masters Thesis Dissertation
Principal subjects/occupational skills covered	1st Phase: Training in a large variety of computer science and human computer interaction subjects featuring Carnegie Mellon University HCI Masters courses such as Design 3D, Multimedia systems, Embodiment Interaction, Human Factors and Network. Total ECTS: 75. 2nd Phase: Master Dissertation on the topic: "Need Fulfilment and Experiences on Social Media: A case on Facebook and WhatsApp". Article submitted for CHI 2015. Work awaiting public defence.
Name and type of organization providing education and training	University of Madeira (University) Colégio dos Jesuítas - Rua dos Ferreiros, 9000-082 Funchal (Portugal)
Dates	30th November 2013
Title of qualification awarded	Certification - Inbound Marketing
Principal subjects/occupational skills covered	The Inbound Marketing Certification acknowledges the recipients proficiency in Inbound Marketing principals and best practices. These principles include: blogging, social media, search engine optimization (SEO) lead conversion, lead nurturing, and closed-loop analysis.
Name and type of organization providing education and training	Hubspot Academy (Online training centre) http://www.hubspot.com/
Dates	12th June 2013
Title of qualification awarded	Online Course - Human-Computer Interaction
Principal subjects/occupational skills covered	This course analysed techniques of design such as rapid prototyping and evaluating interface alternatives, and how these practices inform the design of technology. Specific topics included mock-ups, field-testing, principles of perception and evaluating designs with people. From this course I received a Statement of Accomplishment with Distinction.
Name and type of organization providing education and training	Stanford University Online through Coursera Inc. (Online training centre) online.stanford.edu https://www.coursera.org

Dates	20th January 2013
Title of qualification awarded	Certification - HTML
Principal subjects/occupational skills covered	Fundamentals of the mark-up language. Definitions on HTML available tags and correspondent attributes.
Name and type of organization providing education and training	W3Schools (Online training centre) http://www.w3schools.com/
Dates	6th September 2012
Title of qualification awarded	Training course - Google AdWords
Principal subjects/occupational skills covered	Internet publicity introduction (SEM, SEO and SEA), Google SEA Tool characteristics and concepts, AdWords editor tool, AdWords management offline, creation and configuration of AdWords account, CPC AdWords campaign, goals definition and landing page analysis, keyword tools and analysis, add development rules, results management and optimization.
Name and type of organization providing education and training	L2G - Learn to Grow (Production and training centre) Rua de Andaluz n7 - 1ºandar, 1050-021 Lisboa (Portugal)
Dates	4th September 2012
Title of qualification awarded	Training course - Facebook for Business
Principal subjects/occupational skills covered	Facebook pages, profiles and groups' characteristics and functions, page management (personalization and configuration), fan engagement, page optimization, Facebook stats, analysis and data exportation, sponsored advertisement, target segmentation, social networks integration and marketing strategies.
Name and type of organization providing education and training	L2G - Learn to Grow (Production and training centre) Rua de Andaluz n7 - 1ºandar, 1050-021 Lisboa (Portugal)
Dates	13th March 2012
Title of qualification awarded	Training course - Google Analytics
Principal subjects/occupational skills covered	Functionality, navigation and metrics of Google Analytics. Google Analytics reports (traffic sources, content, visits, benchmarking). Google analytics Goals, eCommerce, Actions and strategies.
Name and type of organization providing education and training	FLAG Training centre (Production and training centre) Atrium Saldanha, Praça Duque de Saldanha, 1 - 3º D, 1050-094 Lisboa (Portugal)
Dates	13th March 2012
Title of qualification awarded	Training course - Email Marketing
Principal subjects/occupational skills covered	Definition and comprehension of the Email channel, opt-in marketing and data bases construction and legal issues in Portugal. Push and pull emails, alerts, follow-ups and rich media. Email Marketing campaigns analysis and monitoring. The Email conjugated in the web-marketing universe (social networks, CRM, web analytics). Tools and software for email marketing and web analytics.
Name and type of organization providing education and training	Inesting - Technological Marketing (Production and training centre) Av. 25 de Abril de 1974, 15B, Edifício Cyprium, Fracção 0-A, 2795-195 Lisboa (Portugal)
Dates	12th March 2012
Title of qualification awarded	Training course - Social Media Marketing
Principal subjects/occupational skills covered	Definition, growth and potentiality of WEB 2.0. Social network typologies (horizontal and vertical networks, blogging, bookmarking, multimedia, wikis, virtual worlds) and other concepts. Rules and definitions of Social Media Optimization. Strategies on SMO (Analysis, objectives, social media mix, actions, maintenance and the ACCESS model).
Name and type of organization providing education and training	Inesting - Technological Marketing (Production and training centre) Av. 25 de Abril de 1974, 15B, Edifício Cyprium, Fracção 0-A, 2795-195 Lisboa (Portugal)
Dates	17th June 2009
Title of qualification awarded	Certification - Certificate in Advanced English (CAE)
Principal subjects/occupational skills covered	Advanced Cambridge University exam for professional and academic success.
Name and type of organization providing education and training	Academia de Línguas da Madeira (Language School) Rua do Ribeirinho de Baixo, 33B-2º, 9050-447 Funchal (Portugal)
Dates	1st October 2003 - 27th December 2008
Title of qualification awarded	Informatics Engineering Bachelor
Principal subjects/occupational skills covered	Training in different computer science areas and software engineering. Lectures in object oriented programming, human computer interaction, data base systems and others.
Name and type of organization providing education and training	University of Madeira (University) Colégio dos Jesuítas - Rua dos Ferreiros, 9000-082 Funchal (Portugal)

Dates 1st October 2004 - 16th June 2005
 Title of qualification awarded **Training course - Web Developer**
 Principal subjects/occupational skills covered Web development through different programming languages and design software such as HTML, JavaScript, CSS, SQL, PHP, Photoshop, Dreamweaver and Flash.
 Name and type of organization providing education and training Arquimedes (Production and training centre)
 Rua do Carmo, 25 - 1º Andar, 9000 Funchal (Portugal)

Dates 1st October 1995 - 30th June 200
 Title of qualification awarded **English language training**
 Name and type of organization providing education and training Academia de Línguas da Madeira (Languages school)
 Rua do Ribeirinho de Baixo, 33B-2º, 9050-447 Funchal (Portugal)

Personal skills and competences

Mother tongue(s) **Portuguese**

Other language(s)

Self-assessment

European level (*)

English

Spanish

French

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user
A2	Basic user	A2	Basic user	A1	Basic user	A1	Basic user	A1	Basic user
A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences

- Multicultural adaptation achieved by experience in student-exchanged program (e.g.: Scholar year 2007-2008 University of Maribor) and living abroad.
- Teamwork capabilities and interest achieved by bachelor and master projects with research teams as well as 3 years of experience managing a small marketing department internees.

Computer skills and competences

- Knowledge in graphics and vector software (Adobe PhotoShop, Adobe Flash, Autodesk 3DS Max, Adobe Illustrator, Inkscape) and video editing software (Adobe Premiere)
- Knowledge in web-oriented programming languages (PHP, CSS, HTML, JavaScript) and big interest in emerging web-applications languages (HTML5, CSS3).
- Knowledge in Content Management Systems (Joomla, Wordpress, Weebly)
- Basic knowledge in object oriented programming languages (Java) and use on mobile oriented languages (Java - Android OS, XML)
- Basic knowledge in operational systems (Mac OS, Windows)
- Knowledge in Wireframe and Prototyping tools (Balsamiq, JustInMind)
- Knowledge in Microsoft Office software (Word, Excel, PowerPoint) and iWork software (Pages, Numbers, Keynote)
- Knowledge in data manipulation tools and methods (SQL, CSV, XLS)
- Knowledge in Email marketing software (Sendblaster, Maxprog Email Verifier, Maxprog Email Extractor) and digital Newsletter creation software (Megazine3)
- Knowledge in web statistics and web metrics (Google Analytics, Woopra)
- Knowledge in social networks (Facebook, Twitter, LinkedIn, Youtube, Flickr) for marketing, user engagement and web campaigns.

Other skills and competences

- Photography and digital image manipulation.
- Driver license.
- Travel industry knowledge achieved from work experience and personal experience.
- Digital Marketing areas of interest and self learning: Inbound and permissive Marketing; User Web Behaviour; Web Design and Development; Digital Content Management; Search Engine Optimization; E-Mail Marketing; Mobile Marketing; Social Networks Marketing;

Additional information

- Online portfolio: www.pedroteixeira.org
- Participation in conferences of computer science, marketing, web-marketing. Certifications available.
- Recommendation letter from: a) Social Security director for service delivered on the construction of a website on the initiative against Domestic Violence in Madeira Island and b) Travel Agency CEO.