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| Accomplished Multicultural Experiential & Digital Marketing Professional. Full Stack Web Developer with MIT Certified Specialization in AI and Machine Learning applied with Data Sciences. Certified Social and Community Manager (Meta/Discord) leveraging it ALL for truly Integrated Solutions, that help bridge generational gaps and reach every segment.  Experienced Project and Community Manager as well as Marketing Manager : 15 years combined experience in Journalism, Marketing, SM, Consumer products, Leadership and Management. Proven leadership representing Fortune 500 companies like Google, Samsung, Nintendo, Facebook as well as gaming developers; at several of their most important events/reveals.  Solution-driven professional excelling in highly collaborative work environment, finding solutions to challenges and focused on customer & vendor satisfaction. Created and administered Communities, trained several administrators and moderators according to Platform Norms of Conduct. Created and was responsible for Official language media channels for worldwide known brands. Helped create results like over 80% rise in end to end of year’s sales, turning a market in 2nd for Sony PlayStation.  Proven experience developing consumer-focused web sites, Discord servers and more using HTML, CSS, JQuery, MongoDB, SQL, Jscript and React. Responding to challenges by designing and developing solutions, bringing people together building Inclusive & Safe Online Communities. Translating solutions into code & adding personal human approach, working across many different APIs, third-party integrations, apps and databases to optimize the use of social media, online channels, and latest technology ( including AI and LLMs ) to achieve best results.    **Work History**   |  |  |  |  | | --- | --- | --- | --- | |  | 08-2019 –  Current  Sep – Dec 2022 |  | **Web and App Developer / Digital Marketing/**  **Social and Community Manager Online**  *Indigo MKTG Solutions LLC, Chicago, IL*   * Developed Web portals, VR App for meditation /mental wellness. Created full website and digital marketing strategies (FB and IG Page, Tiktok, YouTube Channel), brand logo and brand messaging /image. Also complete marketing plan for Monaco Medspa in Miami, resulting in it being voted TOP Ten in Florida in its first fully operational year. * Created Website, Facebook Page, YouTube channel and Inclusive Group designated for multi-billion earning game Genshin Impact, making it the largest social media for fans of a single country (Brasil, with 120.000 members). * Contacted by developer Mihoyo, due to immense success of Fan Page created for their game. Gave consulting services for 3 months, creating the official social media channel and group in **Portuguese.** Recruited and trained staff according to Norms of Conduct for content on Facebook and IG, as well as on proper administration and moderation. * Managed Social Media Channels (FB and IG Pages, Content creation) for 7 VERY diverse clients (Aura Wellness Retreats, Monaco Medspa and Inner Transformation Center in US, Quatro Estações Turismo in Portuguese, and Genshin Impact Brasil – Honkai Star Rail : Brasil – Tower of Fantasy ; the last 3 for highest profiting gaming companies in the world : Tencent/Level Infinite and Hoyoverse/Mihoyo) * Created a viral campaign for a free global Tower of Fantasy, be launched in Brazil with PT-BR subtitles. As a result, besides subtitles the game even gained pt-br dubbing. Contracted by Level Infinite, created an online Community that became their Official Partner.   **Tour Manager Walmart Mobile Wellness**  *JEtfuel, Several Cities, Florida, US - 2022*  • Managed and activated 5 events a week (2 stores each) at Walmart stores promoting sponsor brands and offering free mobile wellness services at our trailer.  • Responsible for all assets and reporting, for staff and being the liaison between client and agency.  • DOT Certified, drove RAM 2500 pulling 25’ trailer. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2014-01 - 2018-01 |  | **Tour Director Assistant / Lead Manager**  *360 Staffing / Salesforce, Chicago, IL*   * Worked directly with Client managing Leads and Staff of up to 160 BAs with several different positions. * Set overall vision and provided team leadership. * Successfully managed high volume of client-facing interactions. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2017-10 - 2018-12 |  | **Nintendo Holiday Programing Manager**  *The Marketing Arm, Miami / Chicago, US*   * As Field Programming Manager launched Nintendo Switch Experiences, trained local brand ambassadors on hardware and software titles, overseeing brand messaging and goals. * Programmed over 50 special events and tournaments, created social media ads and hype. * Presented detailed reports with data, metrics, feedback and photos, daily and weekly. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2016-11 – 2017-08 |  | **Assistant Manager**  *Talentline, Samsung Reboot Mall Program in Holiday Season and Samsung Galaxy Lounge, Chicago, IL*   * Monitored employees (45) performance, attendance, and developed improvement plans. * Trained team members in successful strategies to meet operational and sales targets. * Managed opening and closing procedures. Recommended changes to enhance efficiency of daily activities, resulting in 25% increase in timeliness and efficiency. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2010-01 - 2015-01 |  | **Bilingual Field Marketing Manager**  *Latinsphere For Disney / US Cellular, Several Cities, US*   * Accomplished over 100 successful events for some of most recognized brands worldwide, WDW and Disneyland.. * Trained and supervised each local staff team. * Resolved existing issues streamlining processes, improved operations and provided exceptional client support. Provided detailed reports. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2012-05 - 2013-08 |  | **Field Marketing Manager – Nintendo Tour**  *The Marketing Arm, Several Cities, US*   * Responsible for launch of Nintendo latest console through several programs. Brand awareness creator. * Trained at HQ by developers, helped manage E3 Nintendo Booth successfully overviewing brand messaging and media relations. * Launched Experience Tour at different markets, trained on hardware and software titles and created detailed reports. * Developed aggressive marketing objectives, ROI and brand loyalty. |     **Education**  **M.I.T. Professional Certificate**  No-Code A.I. and Machine Learning for Data Sciences   |  |  |  |  | | --- | --- | --- | --- | |  |  |  | **META Certified Community Manager**  **Full Stack Web Developer Certificate**  *Northwestern University -* Evanston*,* IL  Over 40 (**Fourty**) Certifications, and LinkedIn Tested and Proven Skills : MANY Applied to all forms of Artificial Intelligence, Coding Languages, Marketing Strategies, Customer Relations and Technology. |  |  |  |  |  | | --- | --- | --- | --- | |  |  |  | **B.A. in Communication - Journalism**  *Unesp -* Bauru, Brazil   * Graduated with 4.0 GPA * Hired as International Correspondent for largest Internet Portal in S.A. immediately after graduation, relocating to Miami and writing articles in English, Portuguese and Spanish. |  |  |  |  |  | | --- | --- | --- | --- | |  |  |  | **Associate of Applied Science: Hospitality Administration And Management**  *SENAC University -* Aguas De Sao Pedro, Brazil   * Graduated summa cum laude * Dissertation: Viability Study for Theme Parks and Hotels in Latin America.   **Native Speaker in Portuguese, English and Spanish**.  **Basic Italian and French.** |  |  |  |  | | --- | --- | --- | |  |  |  | | Andre Barreto  Experiential, Digital Marketing & A.I. Specialist / Full Stack Developer / Social Media & Online Community Manager     |  | | --- | | **Contact** |     Address  Chicago, IL, 60660  Phone  (773) 607-9056  E-mail  [andrebarreto77@gmail.com](mailto:andrebarreto77@gmail.com)  BioSit  https://bio.site/AndreLBarreto  LinkedIn  https://www.linkedin.com/in/andre-luiz-barreto  WWW  https://github.com/andrelbarreto     |  | | --- | | **Skills** |     Experiential Marketing & Digital Marketing  Public Speaking  Online Community Manager:  Content Creator For S.M.  Video & Posts Creation  Recruiting and Training Teams  Knowledge of all measurement tools and Insights to optimize it  HTML, CSS & Bootstrap, JavaScript, JQuery, Nodejs, APIs, PMW, Express, MongoDB, SQL  React, Hooks, React Native & React-360/VR.  Heroku, GitHub, Gatsby, Databases, RAPID Miner  Customer Support  Databases  Official S.M. Management  Coding  Project Management  Website Development  Educational leadership  Advanced problem solving  Troubleshooting & Design     |  | | --- | | **Languages** |     Portuguese    Spanish    English    Italian     French   |  | | --- | | **Software** |     Microsoft Office Pro    Visual Studio Code    Google Suite    RAPID Miner    CANVA    GITHUB | Andre Barreto  Experiential & Digital Marketing Specialist / Developer / Social Media & Online Community Manager     |  | | --- | | **Contact** |     Address  Chicago, IL, 60660  Phone  (773) 607-9056  E-mail  andrebarreto77@gmail.com  LinkedIn  https://www.linkedin.com/in/andre-luiz-barreto  WWW  https://github.com/andrelbarreto     |  | | --- | | **Skills** |     Experiential Marketing & Digital Marketing  Public Speaking  Online Community Manager:  Content Creator For S.M.  Video & Posts Creation  Recruiting and Training Teams  Knowledge of all measurement tools and Insights to optimize it  HTML, CSS & Bootstrap, JavaScript, JQuery, Nodejs, APIs, PMW, Express, MongoDB, SQL  React, Hooks, React Native & React-360/VR.  Heroku, GitHub, Gatsby  Customer Support  Databases  Official S.M. Management  Coding  Project Management  Website Development  Educational leadership  Advanced problem solving  Troubleshooting  Design     |  | | --- | | **Languages** |     Portuguese    Spanish    English    Italian     French   |  | | --- | | **Software** |     Microsoft Office Pro    Visual Studio Code    Google Suite    RAPID Miner    CANVA |

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