

summary

Professional with 10+ years experience in Corporate and Luxury Travel. In the last 4 years I've being fully responsible for the management of the OTA FRONTUR Turismo (and it's digital products) located in Iguassu Falls - Brazil and with regional market share including the Parana State, Northwest Argentina and west Paraguay. I'm the bridge connecting developers/programmers to the company needs (Product Owner) and also the market/consumer data supplier for the marketing/publicity department.

Bachelor's degree on Tourism by UNIOESTE (Universidade Estadual do Oeste do Parana - State University) with professional experience directly related to travel agencies (management and key accounts) and e-commerce. At the present moment I'm studying R and Python with focus on data analysis and BI as well as Agile methodologies.

As main professional and personal objective I intend a career as executive or manager position at e-commerce related to tourism. I also intend a MBA degree at an internationally recognized institution.

My main professional and personal characteristics are: extreme flexibility and adaptation to new work environments and working methods. Absolutely available for business trips or relocation. Strong networking, communication skills, courses, seminaries and congresses are present all over my professional path.

education

Univ. Estadual do Oeste do PR - UNIOESTE

Tourism Management

Foz do Iguacu, State of Paraná

Graduated January 2005

employment history

Frontur - Turismo e Câmbio

OTA/E-commerce Manager

January 2015 - Present

- support to the sales team on operational/comercial matters related to the company e-commerce;
- bug analysis/report to IT team;
- new opportunities and webiste enhancement based on latest statistics/user feedbacks/market surveys;
- Capacitation/presentation of the OTA features to the company stores (4 in Iguassu Falls, 1 in Paraguay);
- support on Customer Service team;
- contact and negotiation of commercial conditions with suppliers (tourism related and IT);
- analysis/control E-commerce Balance Sheet;
- Cost management and decisions;
- Income Statment analysis and decisions;
- support to the financial team;
- Planning with the Marketing and advertisement Team online advertisement campaigns;
- Analysis and approval of advertisement material;
- Analisys and suggestion of online advertisement budget to the directory on online campaigns;
- Implementation and control of online advertisement (AdWords, BingAds, Google Display Network, etc)
- Analysis of KPIs and report on online advertising campaigns to directory and Marketing Team;
- Daily data analysis and online campaigns/advertises tuning;
- Coordination AB tests;
- Familiar with metologies: Agile (product owner) and Scrum
- CRM Management;
- BI/Insights (data fetching)

Frelancer Translator/Interpreter

Frelancer Translator/Interpreter

Foz do Iguacu, State of Paraná

January 2007 - Present

Translation/revision/correction on web content (main areas: tourism/hotel websites; IT and consumer electronics manuals).

Frontur Turismo e Cambio

Travel Consultant/Agent

Foz do Iguacu, State of Paraná

April 2010 - January 2015

- Client's prospection;
- Air and hotel reservations (corporate and leisure travel - BR and overseas);
- Travel packages (leisure mainly - BR and Overseas)

Naipi Operadora de Turismo e Eventos

Congresses/Fairs Agent

Foz do Iguacu, State of Paraná

January 2008 - February 2010

- Client's prospection;
- Air, hotel and transfer reservation for congresses/fairs attendants and corporate accounts;

Itaipu Binacional

Ecomuseum Tour Guide // Translator-interpreter

Foz do Iguacu, State of Paraná

November 2002 - June 2005

- environmental education for local community and students;
- Guiding (mainly foreign) EcoMuseum visitors;
- Translation/Interpretation on lectures and eventual business meetings.

hobbies & interests

- IT
- Programming
- Reading
- Walking with no destination in mind

professional skills

Product Management:	★ ★ ★ ★ ★
Product Owner:	★ ★ ★ ★ ★
Web Metrics:	★ ★ ★ ★ ★
Amadeus GDS:	★ ★ ★ ★ ★
Customer Service:	★ ★ ★ ★ ★
Agile:	★ ★ ★ ★ ★
Travel Management:	★ ★ ★ ★ ★
Travel Industry:	★ ★ ★ ★ ★
Air Fares/Ticketing/Reissuing:	★ ★ ★ ★ ★
Corporate Travel:	★ ★ ★ ★ ★
Google Search Console:	★ ★ ★ ★ ★
Google Analytics:	★ ★ ★ ★ ★
Google MyBusiness:	★ ★ ★ ★ ★
General Analytics:	★ ★ ★ ★ ★
Google AdWords:	★ ★ ★ ★ ★
Facebook Ads:	★ ★ ★ ★ ★
A/B Testing:	★ ★ ★ ★ ★
CRM:	★ ★ ★ ★ ★
SEO:	★ ★ ★ ★ ★
Digital Marketing:	★ ★ ★ ★ ★
Sales Pipes:	★ ★ ★ ★ ★
Growth Hacking:	★ ★ ★ ★ ★
MS Excel:	★ ★ ★ ★ ★
MS Word:	★ ★ ★ ★ ★
MS Power Point:	★ ★ ★ ★ ★
Market Research:	★ ★ ★ ★ ★
SABRE GDS:	★ ★ ★ ★ ★
Customer Experience:	★ ★ ★ ★ ★
BI:	★ ★ ★ ★ ★
Python:	★ ★ ★ ★ ★
R:	★ ★ ★ ★ ★
SQL:	★ ★ ★ ★ ★

languages

Portuguese:	★ ★ ★ ★ ★
English:	★ ★ ★ ★ ★
Spanish:	★ ★ ★ ★ ★
Italian:	★ ★ ★ ★ ★