

Mauro Amaral

Content Marketing Expert

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Main Objective

Create and lead marketing and content projects relevant to their audience and truly effective for brands, products and the organizations they represent.

Summary of skills:

- Content curation for brands and products;
- Planning, creating and monitoring of any digital content project;
- Management of Online Communities;
- Research and production of several kinds of multimedia content;
- Conceptual modeling for startups;
- Specialties: storytelling, content, copywriting, digital marketing, social media

Recent achievements:

2009 - to present

contemconteudo.com

Head of Content

Currently I create content projects for retail brands, startups and information portals. I manage internal and external teams applying our methodology to deliver high volumes of content. I also perform curation, production and application of techniques of engagement, especially for blogs and social networks.

Featured Brands: Carrefour, Magazine Luiza, Zoom, Globo.com, Coca-Cola, Bradesco, Boo-box, Carreirasolo.org.

2014 - to 2017

Dream Factory

Planning

I am responsible for the creative planning for Live Marketing campaigns at Dream Factory agency. My main responsibilities are research, planning and implementation of brands activations on worldwide events.

Featured Brands: Procter&Gamble, Gol Linhas Aéreas, Rio Street Carnival, Rock in Rio, Rio Marathon.

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2012 - to 2015

dogbox.com.br

Head of Content & Marketing

In this small startup based in Rio de Janeiro, I modeled the business, created the brand identity and lead the process to develop their signature ecosystem and their content marketing environment. Dogbox has become a successful pioneer in the PET market, following the product subscription model.

Highlights: More than 1000 subscribers in just over a year of operations and significant national media attention.

2006-2009

Xuxa Produções

Content Manager

I planned, designed and implemented several projects for branded content in digital media, print and broadcast. During this process, I kept intense contact with suppliers and media market. In addition, I managed the internal team on projects dedicated to children.

Highlights: Xuxa.com content and projects for children in major newspapers in Brazil.

2003 - 2006

Petrobras S.A.

Content Manager

In one of the biggest companies in the country, I was responsible for developing and managing an internal services hub and an intranet with over 100,000 registered users. The project required constant interface with nation wide managers, in addition we implemented an internal campaign designed to drive motivation through results.

1995 - 2003

From the first days of my career in advertising agencies until my strong positioning in today's Brazilian web market, I've been a writer, information architect and a manager of brands and content. I have worked in companies such as McCann-Erickson, DPZ Propaganda and Promoiön. I have also provided consulting services to Globo.com, Neoris and Sirius Interactive.

Featured Brands: Coca-Cola, Sony Pictures, RioTur, Michelin and others.

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Awards

Golden Lion at Cannes Festival 2001 / Gold Medal at “Prêmio About” 2001 / Gold Medal at “Prêmio Colunistas” 2000 / Silver Lamp at “Festival Brasileiro de Propaganda” 1988.

Books, workshops and Panels:

2018

e-book - Alto Volume (High Volume)

An e-book that shows my experience and know-how on high demand retail online content projects. download available (only portuguese): <https://goo.gl/4LJn5T>

2017

Panel - O que é podcast? What is podcast?

Article available: <https://goo.gl/oZjqec>

2014

Panel - WordCamp Rio de Janeiro: Blog Content Management.

Video available: <http://goo.gl/m3ww1a>

2010

Visiting Professor: User Generated Content.

Course offered to graduate students in Marketing Management in Digital IGEC (Institute of Management and Communication FACHA - Colleges Helio Alonso in Rio de Janeiro)

2010

Main Speaker at ESPM Interact 2010

Panel: Content Curation

2007

Book - “Internet - O Encontro de Dois Mundos - Crônicas Provocantes Sobre a Nova Internet”. Brasport, 2007. I.S.B.N: 9788574523705

2007

Speaker - Intercon 2007 : “Web Trends on Brazil”

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Education

1995

Comunicação Social - Publicidade e Propaganda (Communications and MEDIA)

Universidade Federal do Rio de Janeiro

1999

PULSE – Mccann-Erickson

Workshop focused on familiarizing creative professionals to work with the attributes of a brand.

2000

*Project Methodology - Promon IP **

Course designed to enable us to work with project management methodologies.