

# Mauro Amaral | Content Manager

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## Profile

Since 2003 I have been helping my **multidisciplinary teams** and clients achieve significant results in innovative, audience-relevant **digital content projects** that are truly effective for brands, products and organizations they represent. I have delivered more than **30,000 pieces of content**, trained 200 professionals and created a **proprietary platform for managing e-commerce operations pages**. I released two books, taught **postgraduate courses in digital marketing**, and participated in panels and TV programs on the subject.

## Latest achievements

**2009** so *far*

**ContemConteudo.com** Head of Content

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- I delivered **more than 30,000 pieces of content**, with a **real increase of conversion rate** in 5 of the biggest brands of Brazilian e-commerce, based on the methodology I developed for remote content production teams.
- I made the process of producing and **publishing product pages 30% more agile**, from the proprietary platform I created for the management of product pages on e-commerce sites.
- I **selected and trained more than 200 professionals in my multidisciplinary teams**, including copywriters, art directors, and content team managers.
- I led **content projects** to Magazine Luiza, Carrefour, Walmart and the **content strategy** for the launch of Zoom.
- **Featured brands:** Carrefour, MetLife, Protest, Marabraz, Luiza Magazine, Zoom, Walmart, English Culture.

## 2014 to 2017

### Dream Factory

Planner Senior

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- I was one of the creators of one of the most visited **brand activation spaces in Rock in Rio (2015)**, for the Olla brand. The action had enough impact to be the main concept of the brand the following year (TheBaladaNeverEnds).
- I launched in record time (2 months) the **Rio de Janeiro Street Carnival app** (2017 edition).
- I redesign the **online presence of the Rio Marathon**, with the new website and content actions specific to the public runner.
- **Featured brands:** Procter & Gamble, Gol Linhas Aéreas, Rio de Janeiro Carnival, Rock in Rio, Rio Marathon, World Water Forum.

## 2006 to 2009

### Xuxa Produções

Content Manager

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- I generated a **significant reduction in production costs** from **managing all suppliers** (studios, devs, etc) in content marketing projects with 360° vision, integrating branded content, offline and broadcast.
- I have **published more than 40 editions of the weekly column** of the presenter in newspapers of great circulation by Brazil.
- I launched a new version of its main site, with career information and games and activities for children.
- I maintain **close relationships with representatives from the media**, editorial and product licensing segments at the concept, budget and project meetings.
- **Featured brands:** Xuxa.com, Som Livre, Grupo Globo, TV Globo, Globo.com

**2003 to 2006**

**Petrobras S.A.**

Content Analyst

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- I **reduced by 20% the publish time** updates for one of the company's largest intranets, thanks to the content management routines I deployed.
- I led the project to map, organize and redesign the interface to legacy content and systems in one of the company's largest **intranets**.
- I ran the country **training local office managers** to act as content producers of the company as contributors to this portal.
- **Featured brands:** Petrobras, Transpetro, BR Distribuidora

## Awards, books, workshops and panels

2018

**e-book** - High Volume

This book consolidates my experience and methodology to work with high volume content projects for e-commerce. Link: <https://goo.gl/4LJn5T>

2017

**Panel** - What is Podcast?

Co-speaker in the event "Digital Circuits" organized by the newspaper O Globo. Link: <https://goo.gl/oZjqec>

2016

**Interview** - Programa Conexão Futura

Participation in the program of Canal Futura presenting history, trends and the market of Podcast in Brazil. Video: <https://goo.gl/d2CwMx>

2010

**Guest Professor:** Discipline User Generated Content

Course offered to the graduate group in Digital Marketing Management at IGEC (FACHA - Rio)

2010

**Panel** - ESPM Interact 2010

Participation as a keynote speaker in the Content Curation panel

2007

**Book** - "Internet - The Contact of Two Worlds - Provocative Chronicles on the New Internet". Brasport, 2007. I.S.B.N: 9788574523705

## **Awards**

Golden Lion at the Cannes Festival 2001 / Gold Medal at the "Prêmio About" 2001 / Gold Medal at the "Prêmios Colunistas" 2000 / Silver Lamp at the "Brazilian Festival of Propaganda" 1998.

## **Education**

*Media and communication*

Federal University of Rio de Janeiro

*PULSE - Mccann-Erickson*

Workshop focused on the alignment of creative professionals on brand management.

*Project Methodology - Promon IP \**

Course with the aim of enabling the company's employees to work on project management.

## **Key skills**

- Selection, development, and management of multidisciplinary teams in person or remote
- Design, creation, and monitoring of any digital content project
- Conceptual modeling of startups/content MVP development
- Management of curation projects and production of high volume and impact content for brands and products
- And more: storytelling, copywriting, digital marketing, social media, social marketing, blogs.

## **Keywords:**

*Multidisciplinary team management, remote team management, content strategy, digital content projects, startup modeling, MVP, content curation, content production, storytelling, copywriting, digital marketing, social media, podcasting.*