

Mauro Amaral | Strategy and Content Director

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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 and podcast projects** that are truly effective for brands, products and organizations they represent. I have delivered more than **30,000 pieces of content and 200 podcast episodes**. I released two books, taught on **postgraduate courses in digital marketing** classes, and participated in panels and TV programs about podcast industry. In August 2022, I finished a **master's degree on Communication Technologies and Culture - PPGCOM, on podcast field** at UERJ (Universidade do Estado do Rio de Janeiro).

Latest achievements

2019 so far

A-Lab / digital planning manager

- Lead the creative strategy, business view and culture across all A-LAB's teams, clients and prospects;
- Discover, empowering and take good care of people;
- Develop the strategic mindset and culture across all of A-LAB's teams;
- Document our methodologies in a fresh and creative way to our people and clients;
- Co-create strategies and ideas for special projects on several markets and countries
- Intense activity in **the agile management of multidisciplinary teams** in the delivery of **omnichannel projects** for the bigtechs bank in Latin America
- I modeled the **digital presence of two brands** in the haircare segment in record time: 2 months;
- Developed the always-on content production flow for these digital presences, **reducing delivery time by 25%**;
- Recently, I helped to design an initial approach to the production of podcasts for internal and external customers such as "[Meoo Caminho Podcast](#)" and "[DeCasaPod](#)";
- **Featured brands:** Duty Cosméticos, Grupo Artplan, Localiza, Rock in Rio, Banco Itaú

2009 so far

Contemconteudo.com / head of content

- I'm the host of "[Podcast do BioParque do Rio](#)", about new zoo in the city of Rio de Janeiro
- I'm an associate producer of "[Ouça Outra Coisa](#)", a podcast about digital design
- I've been running, since 2009, **3 podcast shows** to startup market, academic field and content production, with **700K+ plays** so far;
- 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 over 200 professionals in my multidisciplinary teams**, including copywriters, art directors, **sound editors** and content team managers;
- I led **content projects** to MetLife, Magazine Luiza, Carrefour, Walmart and the **content strategy** for the launch of Zoom;
- **Featured brands:** BioParque do Rio, Carrefour, MetLife, Magalu, Zoom, Walmart, Cultura Inglesa

2014 to 2017

Dream Factory / senior digital planning

- 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 redesigned 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

- I generated a **significant reduction in production costs** from **managing all suppliers** (studios, devs, etc.) in **content marketing** projects with 360° drive, integrating branded content, offline and broadcast.
- I have **published more than 40 editions of the weekly column** of the TV host in newspapers of great circulation by Brazil.
- I launched a new version of her main site, with career information, 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

- 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).

2007

Book - "Internet - The Contact of Two Worlds - Provocative Chronicles on the New Internet".

Brasport, 2007. ISBN: 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

Universidade do Estado do Rio de Janeiro Communication Technologies and Culture - PPGCOM
Masters Degree – August 2022.

Media and communication

Universidade Federal do Rio de Janeiro

Key skills

- Selection, development, and management of multidisciplinary teams (person or remote);
- Design, creation, and monitoring of any podcast 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:

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