**ANDRÉ LUIZ GARCIA SILVA**

Brazilian, married, 30 (Family reunification visa – Allowed to work within EU)

Brussels, Belgium

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**Objective: Journalist, Marketing, Corporate Communications**

**Profile:**

- Five years of experience in copywriting;

- Customer Support Trainer

- Expertise in creative content, corporate communications, clipping, hardness;

**Work Experience:**

**Deriv**

- Occupation: Public Relations Executive – Corporate Communications

- Period: Feb 2024 - Now

- Activities: As a PR Executive at Deriv, I am entrusted with crafting and disseminating our brand narrative within the dynamic landscape of fintech trading. My role encompasses a diverse range of responsibilities aimed at enhancing our brand visibility, managing our reputation, and fostering meaningful connections with stakeholders.

Maintenance of strong relationships with journalists, editors, and key media outlets. Through proactive pitching of stories, press releases, and leadership pieces, securing valuable media coverage in prominent publications relevant to the fintech and trading industries.

**Deriv**

- Occupation: Customer support trainer

- Period: Set 2022 – Jan 2024

- Activities: As a Customer Support Trainer, I take immense pride in empowering our team to foster strong, lasting bonds with clients, consistently exceeding their expectations.

Throughout my journalism journey in Brazil, I honed my skills in effective communication, research, and storytelling, which have proven invaluable in my current role. Leveraging these abilities and an experienced and talented team, We have successfully designed and implemented tailored training programs that have led to improved customer satisfaction and increased client retention rates.

**Editora Frota**

- Occupation: Redator/Editor

- Period: Jan 2018 - Aug 2022

- Activities: Text writer for a transport sector news portal. Creator of content such as scripts for videos and podcasts. Responsible for managing the company’s social media profiles.

**Axway Software do Brasil**

- Occupation: Marketing Intern

- Period: Jan 2018 - Dez - 2018

- Activities: Assistance in the production and dissemination of brand events. Responsible for managing the company's social media profiles, among other activities

**Construction sector**

- Occupation: Construction Technician

- Period: Jun 2012 - Oct 2017

- Activities: Construction supervisor and post-construction technical assistance in the area of ​​civil construction before my career transition

**Academic Background:**

B.S. in Journalism, December 2019 – Universidade Anhembi Morumbi

B.S. in History, December 2022 - Universidade Cruzeiro do Sul

Construction Technician, 2013 - Instituto Federal de São Paulo

**Languages:**

Portuguese native speaker; Proficient skills in English and Spanish (C1); and basic Dutch and French (A1);

**Extracurricular Activities**

Intermediate knowledge of SEO techniques

Advanced skills in WordPress, Experience with Canva, Basic skills in InDesign and Photoshop

 2024