

Aluísio Brito Pinheiro

DESIGNER & JOURNALIST - BRAZILIAN - BIRTH DATE Nov / 2nd / 1978

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🌐 www.alupinheiro.com.br



profile

With a major in journalism, I have always been interested in the look of things. It was through design and photography that I developed my professional career. I worked for almost 10 years in one of the biggest newspapers in Brazil (Zero Hora) doing design, writing about Sports and Gastronomy, as well as photography. I would like, through work, to meet people, accept new challenges and learn even more. Discovering new places is my biggest passion.

 facebook/alupinheiro

 instagram/aluisiopinheiro

 in/alupinheiro

professional experience

OWNER of "alupinheiro.com.br" (since 2010)

Currently, I work for my own company (www.alupinheiro.com.br), where I develop projects related to digital communication for brands and companies. Social Media Management (design and content), Communication, Website Design (WordPress), Brand Creation and Visual Identity, Diagramming books, newspapers and magazines and Photography.

DESIGNER / PHOTOGRAPHER / EDITOR

RBS - Destemperados (Zero Hora) (2014 - 2016) - www.destemperados.com.br

Designer of the printed and web newspaper, Journalistic and food photography. Foodhunter (discoverer of new places of the local gastronomy or in trips around Brazil and the world). Contributor for the website and social media channels for Destemperados.

DIGITAL MARKETING MANAGER - Pets du Monde (2014 - 2016) - www.petsdumonde.com.br

Creation of content for the social media platforms of Pets du Monde (Facebook, Google+ and Instagram). Creation and management of ads on Facebook and Google Adwords, as well as maintenance and design creation for the website www.petsdumonde.com.br and www.peteleca.com.br.



professional experience

CREATION AND CUSTOMER SERVICE MANAGER (2013 - 2014)

Communicative - Communication and Marketing Agency - www.comunicative.com.br

Creation and design, text production, social network management, creation of advertising campaigns, creation and management of ads (magazines, newspapers, web, Facebook and Google Adwords). Creation and management of websites, hotspots and virtual stores. Customer service (organization of campaigns, reports, meetings and presentations).

DESIGNER AND BLOGGER (2009 - 2013)

RBS - Zero Hora Newspaper - www.gauchazh.com.br

Daily Zero Hora Diagramming. Responsible for the design of Sports section publishing. Contributor, especially about basketball (NBA) for Zero Hora, printed and digital versions. Author of the blog <http://wp.clicrbs.com.br/ponteaereanba/> (extinct in 2013).

DESIGNER - Jornal do Comércio (2005 - 2009) - www.jcrs.com.br

Diagramming of the Jornal do Comércio, sections and special editions. Graphic design creator for all sections of Jornal do Comércio.

education



SOCIAL COMMUNICATION - JOURNALISM - PUCRS (2001)

Undergraduate level course in Journalism from PUCRS (Pontifical Catholic University of Rio Grande do Sul - Porto Alegre) provides broad knowledge in all areas of communication. Specialization in Journalism offers great knowledge in design, photography, advertising and advertising, marketing and press services.

SPECIALIZATION IN DIGITAL MARKETING - COM SCHOOL (2014)

Training completed at COM SCHOOL (São Paulo-SP) focused in High Performance. Campaign setup, report creation for Return on Investment growth. Focus on virtual stores, affiliate networks, Google Ads, Facebook Ads and Digital Marketing.



Digital competences



**INFORMATION
PROCESSING**



Proficient user



COMMUNICATION



Proficient user



**CONTENT
CREATION**



Proficient user



SAFETY



Proficient user



**PROBLEM
SOLVING**



Proficient user

abilities

InDesign	●●●●●●●●	WordPress	●●●●●●●●
Photoshop	●●●●●●●●	CSS	●●●●●●●●
Illustrator	●●●●●●●●	HTML	●●●●●●●●
Dreamweaver	●●●●●●●●	Video Edition	●●●●●●●●
Fireworks	●●●●●●●●	Social Media	●●●●●●●●
Première	●●●●●●●●	Facebook Adds	●●●●●●●●

languages



Portuguese
Mother



English
B2
Intermediate



Spanish
B1
Intermediate



French
A1
Basic

awards

ARI Journalism Award 2013 (state)

Category: Graphic Planning

1st Place with the Olímpico - The Eternal (Zero Hora)

Azorean Literature Award 2008 (state)

Category: Cultural Publishing in Print Media
Special section "Viver" for Jornal do Comércio

1st Place Graphic Design and Layout

created websites

www.advfac.com.br

www.drlauro.com.br

www.cabanaquinta.com.br

www.2112estudio.com

www.lelicorrales.com.br

www.davidsena.com.br

www.mothesadvogados.com.br

www.petsdumonde.com.br