

# Cris Leitão Guerra

37 years

English level: Advanced

French level: Intermediate

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*With over 13 years of experience as a partner in a digital company (Máxima Comunicação), I have learned to work intuitively with requirements survey and digital project planning. While working in partnership with some programmers, there was a need to better understand web-based programming languages, in order for me to oversee the programmers' projects and work.*

*I took some basic programming courses, but nothing that truly deepened my knowledge in any specific language.*

*A few years ago, I developed a desire to better understand the universe of programming and to use this knowledge in a professional way. I have recently graduated with a degree in Information Systems and today I work as a web developer at Ative - Creative Business Agency.*

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## Knowledge

HTML5, CSS3 (SASS), JavaScript,  
response techniques, Git, Grunt.

## Tools

Photoshop, Illustrator, Animate, VS  
Code, Sublime, Google Web Designer

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## ENTREPRENEURSHIP

### MÁXIMA COMUNICAÇÃO

I worked with several customer segments. Currently, the focus of the company is B2B. Máxima develops special projects and digital media for some advertising agencies. Some of the clients served are government accounts, city halls and colleges.

## PROFESSIONAL EXPERIENCE

**2013/2014** Nexial Marketing Group – [nexial.com.br](http://nexial.com.br)

*Relationship with customers; briefing; commercial and project presentation; search; survey of market opportunities; diagnosis; action plan; monitoring and evaluation; analysis of the client portfolio.*

### Marketing consulting

**2012** Mercator Marketing Consulting  
**2011** Embarcadero/Brazil [embarcadero.com.br](http://embarcadero.com.br)  
Open Space ([ospace.com.br](http://ospace.com.br))  
**2008** Softwell Solutions - [softwell.com.br](http://softwell.com.br)

**2007 Garage IM** - garageim.com  
*Project Coordinator*  
Coordination of IT-focused projects.

**2007 Klick Educação** - klickeducacao.com.br  
*Advertising Manager*  
Organization and sale of advertising space on the website; Search, purchase and follow-up of ads in other vehicles; Audience management; Creation and management of campaigns; Portal development strategy.

**2001 a 2004 GRUPO EVA** – grupoeva.com.br  
*Communication planning e design*  
Development of sponsorship campaigns and proposals, advertising material and websites.

**TEACHING ENG DTP & Multimídia** - eng.com.br  
*Official Instructor of Adobe Flash technology*


#### **EDUCATION**

**2000 UCSAL** - Graduation  
Advertising and marketing

**2011 ESPM (SP)** - Extension course  
Marketing Planning

**2018 ESTÁCIO COLLEGE** - Graduation  
Information Systems

**2018 ESTÁCIO COLLEGE** - Postgraduate studies  
Object Oriented Development (in progress)

  
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