


Matheus Medeiros

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Summary

In the 10 years of experience I have in branding design, social media marketing and video making, I have developed projects to boost startups and small/medium companies' growth, especially the local ones.

I hold a degree in Communication and Digital Media studies from the Federal University of Paraíba (João Pessoa, Brazil). It was due to this fact that I consider myself a versatile professional for the creative market. I have skills in many fields of communication, such as: design, visual identity development, video making and editing, photography, magazine and e-book diagramming, social media management and sales digital marketing.

My passion for traveling and discovering the world made me decide to be a digital nomad, living in a new place every couple of months. I'm always seeking the next destination and I carry in my baggage new connections, repertoire and lots of inspiration for the projects I develop.

I believe in the power of kindness, empathic communication and collaboration as key skills to create big things.

Experience

Graphic Designer, Art Director and Multimedia Creator

Matheus Medeiros Creative Media

Jan 2012 - Present (10 years 3 months +)

Over 10 years of freelance jobs, I had the chance to work with several brands in Brazil, from a diverse range of segments: food festivals, gymnasiums, accounting offices, personal image and style consultants, health clinics, and many others.

These are some examples of jobs I've been working on during this time, in order of expertise:

- Branding design (logo and visual identity development);
- Social media design;
- Print ad advertising design (stationery items, uniforms, billboards, flyers, banners, folders, magazine ads, email marketing, etc);
- Website and app design;
- Video making and editing, photography direction;
- Social media management (content, design and strategy);
- Digital marketing for education sales (design for social media ad, ebook, landing page, presentation, video editing, and more);
- Corporate photography.

Marketing Intern

We Fitness Studio

Jun 2015 - Nov 2015 (6 months)

- Social networks management, taking photos, making and editing videos, creating the visual identity and writing releases;
- Strategies for internal and external communication of the company;
- Advertising material production as flyers, banners and magazine ads;
- Press material creation: business card, letterhead, folder, uniforms, etc;
- Company's website design;
- Content creation for internal communication on tvs using video animation.

Social Media Manager

VFDois Agência de Publicidade

Nov 2013 - Apr 2014 (6 months)

- Content creation for social networks of agency's clients, scheduling posts, writing texts and creating designs.
- Communication support for those accounts, interacting with clients through comments and direct messages.



Assistant Graphic Designer

Clube Turismo

Jul 2012 - Oct 2012 (4 months)

- Graphic material production:
- Email marketing content and design creation;
- Content creation for social networks of the company, writing texts and creating designs;
- Technical support assistance, signing up franchisees on the system.

Education



Universidade Federal da Paraíba

Bachelor's degree, Communication and Media Studies

Aug 2011 - Dec 2015

Licenses & Certifications



Music video making with DSLR - Adobe



Wedding Cinematography - Merlin Roadshow

Skills

Social Media • Communication • Graphic Design • Brand Design • Photography • Video Editing • Videography • Diagramming • Social Media Advertising • Digital Marketing