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# Profile

* An ambitious professional with First-Class Honours in Bachelor of Business Administration and Management.
* Ability to get along with, work alongside and collaborate with both work colleagues and managers developed from experience in participating in the development and launch of two brands in the Healthcare Industry.

**Key Achievements**

* Performed and managed over BRL 135k with a 75% ROI on three Google Ads account between September 2020 and September 2021 as a Digital Marketing Manager and Founder of [Digital Hap](https://digitalhap.com.br/).
* Reached and maintained [100% of accuracy](https://www.instagram.com/p/CfJxpVoqU9s/) as a Social Media Content Analyst at Concentrix from week 5 to date.

**Certifications and Licenses**

* Google Ads (Search) Credential Id: 72852489
* Google Ads (Display) Credential Id: 72945414
* Meta Certified Digital Marketing Associate

**Language Skills**

English: Full Professional Proficiency | Portuguese: Native | Spanish: Limited working proficiency

# Education

**09.2022** – **Present |Maynooth University| MSc. Digital Marketing**

**Maynooth, Kildare, Ireland**

**Modules:** Data Driven Marketing, Digital Marketing Communications, Digital Campaign Strategy & Management.

**01.13** – **01.17 |PAULISTA UNIVERSITY| BA (Hons) Business Administration**

**Araraquara, Brazil**

**Result:** First-Class 7.3(73%)

**Relevant Modules:** Economics, Financial Analysis, Mathematics, Accounting, Project Management, Statistics, Marketing,

**Key Project**: The Public Defender of the State of São Paulo Workforce.

**Dissertation:** Demonstrated an overall analysis of the public organisation, emphasising the critical process and support process. In addition, it highlighted the legal importance of defending the population of disadvantaged people in society.

# Work Experience

**12.21 – Present | CONCENTRIX | Social Media Content Analyst (Intellectual Property Specialist)**

**Dublin, Ireland**

* Analyse Meta content for Intellectual property infringements against the trademark and copyright rights of premium corporations.
* Ensure all content complied with all published policies, procedures and legal and regulatory requirements.
* Investigate and resolve issues regarding reported content for account support or safety flag for action.
* Ensure every piece of content in violation is actioned in a timely manner with standard of quality.
* Demonstrate methodical skills in applying policy to online content, whilst making accurate judgment according to client policies.
* Maintain up to date with client policies and guidelines to resolve inquiries according to defined policies and procedures.

**01.16 – 09.21 | DIGITAL HAP | Digital Marketing Manager (entrepreneurship)**

**Araraquara, Brazil**

In 2020 and 2021, I had the opportunity to collaborate in two project management in partnership with WF Negócios Digitais and the manufacturing company Lift Gold for the development of [Lipoform](https://lipoform.com.br/) and [Aliveo](https://aliveo.com.br/) ([Aliveo2](https://www.aliveo-oficial.com/)) brands, products in the healthcare sector. Key roles:

* Attended meetings on quality-related aspects of the project.
* Executed market research, trends, keywords research and analysis through platforms such as Google Ads, Google Trends, SimilarWeb, Semrush.
* Developed digital market strategy by implementing brand awareness through influencers, paid search and display campaigns on Google and Facebook.

I started up the business [Digital Hap](https://digitalhap.com.br/) promoting brands, physical and online products in affiliate marketing through Facebook Ads, Google Ads, Influencers and partnerships with websites and blogs. My tasks were the following:

* Developed digital marketing strategy by researching targeting audience’s online behaviour.
* Optimised ad campaigns, ad extensions and landing pages in order to reach a good ad quality score on Google Ads.
* Planned and executed database marketing, search, display and remarket advertising campaigns.
* Ensured all ad campaigns comply with Google Ads policies.
* Tracked daily, weekly & monthly KPIs to identify opportunities for improvement.
* Measured and report performance of all digital marketing campaigns.
* Created landing pages and optimise user experience by using WordPress and Elementor Pro.
* Strong analytical ability to evaluate end-to-end customer experience across multiple channels.
* Managed campaign budgets & adjust bids (CPC & CPA) to optimise ROI.
* Elaboration of Reports (Measurement of Results and General Analysis) using platforms such as Google Analytics, Google Ads, Hotzapp, Hotmap and Excel.

**01.15 - 01.16 |DEFENSORIA PUBLICA DE SÃO PAULO**| **Administrative Assistant Intern**

**Araraquara, Brazil**

* Responsible for organizing reunions, documentation, and interns’ timetable.
* Responsible for answering phone calls, emails, and forwarding them to the necessary departments**.**

**03.13 - 03.14 | ESCRITÓRIO FAIS DE CONTBILIDADE E ENGENHARIA| Assistant Financial Accountant**

**Araraquara, Brazil**

* Responsible for producing detailed financial statements related to the customers’ incomes as well as calculating revenue taxes on products and services.
* Managed customers inquiries by phone and e-mail.

**Academic Achievements:**

***2016 - Third Place for LDP – Business Game at Paulista University – UNIP***

Our class was given a project to set up a simulated business on the university's online platform, with an emphasis on sustainability, strategy, budgeting and functional processes. Our goal was to make as high a profit as possible.

***2015 - IV - Entrepreneurship Fair: Strategic Project on the Initiation of a Company***

In collaboration with four classmates, we developed a business plan according to National Brazilian Regulatory Standards, NBR, with a focus on innovation. All money raised was donated to two charitable institutions. Our project was graded as the most creative.

***2014 - Awareness Project: Damage that Batteries Cause to the Environment and Health when their Disposal is Incorrect***

Inspected the requirements for greater disposal alternatives for technology companies per ISO 14000 series criteria and standards. During the research, I carried out an awareness campaign where we collected more than 16 kilograms of disposable batteries in the university in partnership with GM&CLOG company.

**Technology Skills:**

Google Ads Manager, Google Analytics, Google Tag Manager, WordPress, Elementor, MS Office, Adobe Premiere, Final Cut, Adobe Photoshop, Canva

**REFEREES AVAILABLE UPON REQUEST**