

JULIO MATOS

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MARKETING & EVENTS SPECIALIST

My professional career is marked by diverse and international experiences, which have allowed me to develop abroad and multifaceted views of marketing and event management. I started my career as an entrepreneur at PontoGov Comunicação, where I led successful campaigns and learned the importance of combining creativity with strategy. I then embarked on an international adventure, working as a Marketing Specialist at the Dream Football Academy in Shenzhen, China. There, I immersed myself in the world of digital marketing, especially WeChat, and saw up close how a good strategy can transform results.

This experience took me to Sydney, where I coordinated the New Beginnings Festival 2024, an incredible event for thousands of people, working on event planning, sponsor activation and team management. Each of these steps taught me something unique and shaped me as a versatile and resilient professional. What brought me here was this constant curiosity and desire to create solutions that really make a difference.

Main Skills:

Marketing strategy | Event planning | Leadership and collaboration | Creative thinking | Data-Driven Decision Making | Troubleshooting | Microsoft Office | Adobe Creative Cloud | Campaign development | Social Media Management | Sporting events | Customer Services

EXPERIENCE

Events Coordinator | New Beginnings Festival 2024, Sydney, Australia | Nov 2023 – Jan 2024 *(Music Festival)*

I successfully coordinated the New Beginnings Festival, a music and arts event at the Australian National Maritime Museum, for an audience of 7000 people.

- Worked closely with the Events Manager, providing support on various areas, from contact with suppliers, brand activations, to constant reporting on the progress of the event, demonstrating communication and management skills projects.
- Supervised a group of 12 volunteers in two shifts, coordinating their activities to ensure the satisfaction of artists and excellence in the public experience, including the support in dressing rooms and accompaniment to performance locations.

Traveling, Studying and Working | Sydney, Australia | 2022 - 2023

Volunteer as Delivery of Marketing Rights at the 2023 FIFA Women's World Cup

- Support in the delivery of all Special Marketing Programs
- Support for Commercial Affiliates in the Brand Activation Area

Marketing & Events Specialist | Dream Football Academy - Shenzhen, China | Apr 2018 – Sep 2022

(Football academy for children)

At Dream Football Academy, I played an essential role in developing and executing marketing and events strategies, contributing significantly to the growth and success of the academia.

- Conducted quarterly customer satisfaction surveys to identify customer needs and preferences, using market analysis to support strategic decisions.
- Effectively managed marketing campaigns, using WeChat as the main channel communication and establishing strategic partnerships with local international schools to expand the reach of the academy.
- Additionally, I was responsible for creating innovative digital products, such as a series of training videos, which allowed students to continue practicing at home during the pandemic, resulting in a significant 40% increase in the number of registrations.

Freelance Producer and Screenwriter | Intercept Brasil - Shenzhen, China | Feb 2020

(Award-Winning News Agency)

As a producer and screenwriter and post-production collaborator, I led an innovative project during the early days of the Covid-19 pandemic in Shenzhen, China. I conceived and produced an original series that portrayed the daily life of the population, highlighting the difficulties faced and the mechanisms of tracking and control implemented by the Chinese government.

- The series, made up of 7 videos over 7 days, gained great visibility on social media and has been successfully replicated in several countries.
- The series served as the theme of an academic article at UNISOS university, demonstrating its innovative approach to digital journalism.

Business and Marketing Manager | PontoGov Comunicação, Brazil | Jan 2014 - Mar 2018

(Communication and Marketing Agency)

At Pontogov Comunicação, I held a leadership position as Marketing and Business Manager playing a crucial role in designing and executing advertising and marketing campaigns innovative and effective policies.

- Developed personalized branding strategies, using research data to highlight the strengths of customers and companies.
- Produced videos for successful marketing campaigns that reduced audience rejection of a public transport company from 70% to 18%, demonstrating my ability to create persuasive and impactful content.
- I collaborated with the agency AO3 Ideas in the production of institutional videos for Swissnex Brasil, contributing with my expertise in production and scriptwriting.
- Effectively managed a diverse team of 15 creative professionals, including designers, video editors, journalists and writers.
- I was also responsible for developing and implementing communication campaigns and advertising for the Bigo Live app, Jacaré Moda, Merck and the city hall of Araruama - RJ, broadcast in newspapers, TV, radio and internet.

EDUCATION

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- **Degree in Marketing** | Fundação Getúlio Vargas, Brazil | 2021-2023
 - **Diploma in Social Media Marketing** | Australian Pacific College, Austrália | Set 2022 – Set 2023

- **Diploma in Event Management for Marketing and Communication** | Event Academy, Inglaterra | Jul 2020 - Fev 2021
- **MBA in Project Management** | USP ESALQ, Brazil | 2024 - In progress

ADDITIONAL INFORMATION

Languages: English (Fluent) | Brazilian Portuguese (Native)