

Viviane Queiroz Ribeiro de Lima
+15619217747
vivianeqrlima@gmail.com

QUALIFICATIONS

- Over 20 years of professional experience in Marketing, Advertising, Communications, Customer Service and Commercial Sales.
- Skilled in managing projects related to employee training, market research, reporting with results analysis and KPI tracking, as well as designing action plans to address performance challenges.

PROFESSIONAL BACKGROUND

- Communication management and brand positioning with a focus on customer's relationships.
- Co-participation in the development of business planning for related objectives.
- Management and creation of sales indicators.
- Customer prospecting strategies
- Structuring digital marketing: social networks, email-marketing, SEO, Inbound Marketing.

ACADEMIC BACKGROUND

- Post-graduation Lato Sensu: MBA in Strategic Marketing - Faculdade de Gestão e Negócios da Universidade Federal de Uberlândia - Brazil (FAGEN/UFU) - 2005.
- Bachelor's Degree in Social Communication¹ - Advertising – Centro Universitário do Triângulo (Unit) - 2000.

PROFESSIONAL HISTORY

Uceda School (Boca Raton/FL, USA)

October, 2024 to July, 2025

Position: Administrative/Marketing Assistant

Responsible for supporting exchange agencies by promoting schools to attract new students. Additionally, I provided guidance on rules and regulations for international students, ensuring a successful exchange experience.

April 26, 2023 to October, 2024

Position: School Representative (Customer Service)

Responsibilities

- Execute student recruitment and sales activities; Provide exceptional customer service by promptly addressing student and parent inquiries, concerns, suggestions, and complaints.

Konomi Ai Restaurant

September 01, 2014 to November 14, 2021

Position: Marketing Manager/partner

Algar Telecom

February 07, 2008 to August 29, 2014

Position: Senior Business Analyst, December/2011 to August/2014

Position: Full Marketing Analyst, June/2010 to December/2011

Position: Junior Marketing Analyst, February/2008 to June/2010

Certificates

1. Upper intermediate Tier our ESL Program – CEA – UCEDA School – 2024.
2. EF SET Certificate – B2 Upper Intermediate – CEFR – 2025