

DENIS CRUZ

BUSINESS DEVELOPMENT & OPERATIONS EXECUTIVE

Auburndale, Florida | +55 51 98160-0463 | detacruz@gmail.com | [linkedin.com/in/denisvendasonline](https://www.linkedin.com/in/denisvendasonline)

PROFESSIONAL SUMMARY

Business development and operations professional with more than 20 years of combined experience across entrepreneurship, strategic planning, client services, digital marketing, finance, procurement, quality assurance, and industrial operations. Founder and executive leader with a strong record of building service processes, coordinating multidisciplinary projects, managing client relationships, and improving commercial performance. Experienced in documentation workflows, supplier negotiation, budget control, quality procedures, and multilingual communication. Brings a practical, process-oriented approach to supporting EduBridge initiatives and partnerships related to international education and employment opportunities.

CORE COMPETENCIES

Business Development • Strategic Planning • Client Relations • Operations Management • Documentation Coordination • Partnership Development • Sales & Marketing Strategy • Financial Administration • Procurement & Supplier Negotiation • Project Management • Quality Assurance • Process Improvement • Digital Marketing • AI & Automation • Cross-Cultural Communication

PROFESSIONAL EXPERIENCE

EduBridge

Business Development & Client Services Lead | Current | Florida, United States

- Supports business development, client onboarding, documentation coordination, and institutional communication for international education and employment-related services.
- Helps structure service workflows, partnership outreach, follow-up processes, and client support standards for EB-3 opportunity assistance initiatives.
- Coordinates communication with clients and partner organizations while maintaining clear records, timelines, and service expectations.

Brazilian Institute of Copywriting

Founder | January 2022 - Present | Brazil

- Founded and leads an education and consulting organization focused on professional communication, sales, marketing, and business development.
- Designs training programs, workshops, mentoring services, client acquisition systems, and strategic communication processes for entrepreneurs and companies.
- Directs business strategy, partnerships, customer experience, project delivery, and the application of artificial intelligence and automation tools.

GoFast Digital

Chief Executive Officer | June 2015 - Present | Brazil

- Provides consulting and mentoring to small businesses seeking to increase sales through digital channels and structured commercial processes.
- Manages online sales strategies across multiple industries, integrating copywriting, paid traffic, content, lead generation, and customer follow-up.
- Oversees client relationships, campaign planning, execution standards, performance monitoring, and continuous process improvement.

Rossi Residencial

Corporate Procurement Assistant | January 2014 - May 2015 | Brazil

- Provided administrative and procurement support to corporate marketing and commercial departments.
- Participated in supplier negotiations and managed purchasing activities related to real estate development launches.

Rossi Residencial

Administrative & Financial Assistant | June 2010 - June 2014 | Brazil

- Supported commercial planning, accounts payable, cost management, budgeting, and financial controls for marketing and commercial operations.

ADDITIONAL PROFESSIONAL EXPERIENCE

Shoes Company - Footwear Manufacturing & Commerce

Financial Analyst | February 2010 - June 2010 | Brazil

- Managed accounts payable, financial planning activities, cost controls, and cost-reduction initiatives.

Gerdau S.A.

Quality Inspector - Non-Destructive Testing | July 2006 - February 2009 | Brazil

- Performed magnetic particle inspection activities, monitored process capability, supported production targets, and managed inspection-related materials.
- Contributed to 5S implementation, quality controls, production monitoring, and process standardization.

Rieter

Quality Assurance Intern | July 2004 - July 2006 | Brazil

- Prepared process flowcharts, production control charts, quality-control documentation, product and process audit checklists, and physical-chemical test records.
- Identified process irregularities, supported corrective actions, and assisted with quality-system procedures and continuous improvement.

EDUCATION

Harvard Business School

Digital Marketing Strategy Program - In Progress | January 2026 - December 2027

Federal University of Rio Grande do Sul - UFRGS

Materials Science and Engineering | 2009 - 2015 | Brazil

SENAI São Paulo

Mechanical Technician - Metallic Materials Technology | 2003 - 2004 | Brazil

CERTIFICATIONS

Behavioral Economics in Action • How to Change the World • Electricity & Magnetism • Certificate of Accelerated Learning in English • Internal Auditor ISO/TS 16949:2002

LANGUAGES

Portuguese - Native or Bilingual | English - Full Professional Proficiency | Spanish - Full Professional Proficiency

RECOGNITION

Best Online Sales Specialist in Brazil Award - 2017