ALEXANDRE AUGUSTO ASSUNÇÃO SIMÕES
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PERSONAL STATEMENT

I'm a natural problem solver and Web Developer with 3 years of experience with technologies such as JavaScript, CSS, PHP and HTML creating websites as a freelancer. In June/22 I have finished a 24 week Fullstack Development in Ruby on Rails, learning how to create web applications using Ruby, SQL, Git and Github. We created a solution to find a therapist within 2 minutes as our final project. Since I'm passionate about technology user-centric products built by solution-driven people. From startups to multinational companies, I can thrive in business scenarios with sharp communication skills in English and Portuguese.

STACK

I have experience with OOP and MVC, JavaScript using React and Express.js, Ruby on Rails, PostgreSQL, API development with Swagger and OpenAPI, Bootstrap, PHP and Git.

WORK EXPERIENCE

Web Developer
Freelancer
June 2018 - present

WordPress plugin and theme installation and customization
• Website maintenance and redesigns
• Shopify theme customization, Slate, Theme Kit, Bold, Recharge subscriptions
• Build responsive sales pages and ecommerce websites
 Optimize WordPress websites performance using high standards tools
- Finding new and creative solutions and implementing it using CSS and JavaScript

Manager
At Thais Tech
Jan 2020 - present

Co-founded the company during the Covid-19 pandemic.
Responsible for the relationship with national and foreign suppliers.
Coordinate import and nationalization of electronic products.
Create Brand Strategy, Product development and Communication Strategy.

- Strategic Planning and Annual Sales Plan
- Invoice processing
- Market analysis and projections to support the Strategic Planning process
- Maintain and prospect new relationships with suppliers from China

I work together with the customer success department to increase customer retention and loyalty.
Creation of sales and marketing strategies.

Bilingual Customer Service Representative
At Localiza
March 2016 - Oct 2017

Customer service.
Opening and closing of lease agreements.
Assistance in the billing of collections.

Digital Marketing Analyst
At BWF
Sep 2015 - Oct 2015

Experience in planning and monitoring of the execution of advertising campaigns, choosing the communication vehicles and target audience, aiming to obtain the desired return and projection of the products and the image of the company.

Anti-Money Laundering Analyst
At Credit-Suisse
Mar 2008 - Oct 2013

Documentation analysis for cadastre and KYC of individuals, companies, suppliers, employees and financial market institutions;
- Cadastral review, archive and management of internal and external documentation;
- Opening, cancellation, locking and unlocking of investment accounts.
- Responsible for accounting entries.
- Management of internal and external documentation, and external requests.
- Assistance on expenses refunds of the Institution and external payments.

EDUCATION

FIAP
Associates degree in
Software Analysis and Development, Full Stack Web Development, Apps & Artificial Intelligence
2023 - 2025

Le Wagon
Bootcamp
Full Stack Web Development | Ruby on Rails | JavaScript | Bootstrap | Heroku | Git
2022

LAW
Bachelor's degree in Law
2020 - 2025

FECAP
Bachelor's degree in Economics
2008 - 2010