

# João Paulo Barros França

Marketing and Communications Professional

Cork, Ireland, Cork, Ireland, T12 D2NE, +353830805289, oconnorfranca@gmail.com

## Professional summary

---

Marketing and Communications Professional with 8 years of expertise in digital marketing, content creation, and project management. Demonstrates proficiency in Social Media, WordPress, and SEO, leveraging these skills to develop impactful marketing strategies and enhance brand visibility. Committed to driving innovation and engagement through a diverse skill set and a forward-thinking approach.

## Employment history

---

### Marketing and Content Creation Specialist, Nov 2021 - Present

*Freelance, Cork, Ireland*

- Develop digital marketing strategies, boosting project success and efficiency.
- Manage content across platforms, enhancing audience engagement.
- Create websites and apps using NoCode, streamlining development processes.
- Incorporate AI tools to optimize marketing outcomes and productivity.

### Communications Consultant, Jul 2018 - Jul 2021

*BH Airport, Belo Horizonte, Brazil*

- Led team to enhance media campaigns, boosting Meta Ads ROI by 52% over 12 months.
- Implemented SEO strategies, driving 65% growth in organic traffic.
- Managed \$250,000 annual budget for paid media, achieving significant campaign success.
- Developed multi-channel marketing efforts, optimizing conversion funnels for diverse clients.
- Engineered and optimized conversion funnels for B2B and B2C clients, revolutionizing customer journey and boosting engagement metrics.

### Communications Strategist, Jun 2017 - Jan 2018

*Eu Amo o Brasil Association (EAB), São Paulo, Brazil*

- Led editorial and press relations, enhancing EAB's mission and values with strategic communication.
- Created content for campaigns, aligning with goals and boosting social media by 5,000 followers monthly.
- Expanded community by 44 new members, increasing association's reach and engagement.
- Executed communication plans, engaging stakeholders and amplifying organizational impact.
- Launched 'City Flagging Project' in São Paulo, fostering community pride and participation.

### Communications Assistant, Nov 2014 - Oct 2016

*MSL Group, São Paulo, Brazil*

- Managed key accounts, enhancing client satisfaction and media engagement.
- Drafted and distributed press materials, achieving widespread media coverage.
- Updated digital platforms, boosting online presence and stakeholder communication.
- Mapped influencers and events, strengthening competitive positioning.
- Cultivated media relationships, fostering effective communication channels.

### Community Engagement and Communications Assistant, Apr 2012 - Jan 2014

*Viva o Centro Association, São Paulo, Brazil*

- Developed engaging content for São Paulo's central area, enhancing community awareness.
- Implemented social media strategies, increasing audience interaction and engagement.
- Curated and disseminated journalistic content across multiple platforms, ensuring quality.
- Led 'Local Actions' project, empowering leaders to utilize public resources effectively.
- Achieved official recognitions, elevating the Association's public and cultural status.

## Media Relations Intern, Apr 2011 - Apr 2012

*CETESB - Companhia Ambiental do Estado de São Paulo, São Paulo, Brazil*

- Managed press relations for the São Paulo State Environmental Department, providing information about CETESB, Zoological Park, Forestry Foundation, and the Botany, Forestry, and Geological Institutes.
- Scheduled and coordinated interviews, wrote press releases and news articles, and covered press conferences, while maintaining targeted media mailing lists.
- Collaborated with technical teams to understand topics related to contaminated areas, toxic substances, environmental licensing, and air, soil, and water quality.
- Fostered partnerships with technical teams, translating scientific jargon into accessible content for media outlets and the general public.

## Education

---

### MBA in Business Administration and Marketing, 2014 - 2015

*Business School São Paulo, São Paulo, Brazil*

### Bachelor's Degree in Journalism, 2010 - 2013

*Universidade Paulista, São Paulo, Brazil*

### English Language Studies, Nov 2021 - 2024

*English Talks*

## Skills

---

Digital Marketing, Content Management, SEO, WordPress, Canva, CapCut, EleanLabs, Claude, ChatGPT, Public Relations, Corporate Communications, Multimedia Production, Project Management, Google Ads, Amazon Ads, Social Media, Meta Ads, Data Analysis, Brand Strategy, Email Marketing, Market Research, Customer Engagement, Campaign Optimization.

## Languages

---

Portuguese (*Native*), English (*Highly proficient*), Spanish (*Proficient*).

## Links

---

Portfolio: [jaypee.digital](http://jaypee.digital).

## Additional information

---

### Work Authorization

Permanent work visa (Stamp 4) in Ireland, allowing full-time employment without restrictions.

### Personal Projects

- **Authored and Published the Book "[Let's Get Together](#)"**

Developed and executed an organic marketing strategy that led to the sale of 33 copies and an average of 106 monthly page views through targeted SEO optimization.

- **Produced the Short Film "[A Brief Experience in Cork](#)"**

Implemented an organic promotional campaign that attracted 1,230 unique website visitors and garnered 296 views across social media platforms. I successfully cast over 30 actors, secured 6 sponsors, and organized a premiere event for 60 attendees who enjoyed the film's debut screening.

## Others Experiences

From November 2021 to October 2024, I lived in Ireland and participated in intensive English language courses aimed at improving my communication skills and integrating into the local culture. During this period, due to student visa restrictions, I could only work part-time, which provided me with valuable experience in customer service and allowed me to improve my English. Now, with my English proficiency significantly enhanced and having obtained a permanent work visa, I am seeking full-time opportunities in marketing and communications, where I can apply my qualifications and experience.

- **Counihans Pub | Bar Attendant**

Contact: Joe, owner +353 86 854 8388

- **Next Store | Sales Assistant**

Contact: Michelle, general manager, +353 21 497 2036

- **Shake Dog | Waiter**

Contact: Hassan, owner, +353 86 315 1306

## Freelancer Projects Highlights

### 2024 – Present

- **Gubu Saga | Digital Growth Consultant**
  - Drove €3,259 in donations through organic growth strategy
  - Generated 111+ monthly pageviews via multi-channel campaigns
  - Managed successful promotional events and community engagement
- **Remember Me | Growth Marketing Specialist**
  - Achieved 83+ monthly pageviews through organic content strategy
  - Optimized SEO and content strategy for increased digital reach

### 2023

- **Brazilian Cooking Classes | Marketing Specialist**
  - Generated 174 qualified leads through optimized landing pages
  - Designed high-converting promotional materials and campaigns

### 2021 – 2022 | Communication Consultant

- **Localiza:** Authored Aberje award-winning D&I proposal
- **CNH Industrial:** Developed LinkedIn B2B growth strategies
- **Gerdau:** Created digital growth reports highlighting pandemic resilience
- **Araujo:** Redesigned internal communications and launched ESG campaigns
- **Silemg:** Revamped newsletter for Dairy Industry Union

## Design & Communication Projects

- **Elite Feminina Digital:**
  - Created premium branding focused on female audience
  - Managed Instagram presence with customized content

### 2018 | PR Specialist at Pub Comunica

- Developed strategic press releases for:
  - Letti:** B2C dairy producer brand enhancement
  - Tecnowise:** B2B vehicle simulator communications