

BRUNO MAFRA ALVARENGA DE FARIA

Birth date: March 17th 1978 (*34 years old - Single*)

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AREAS OF INTEREST: Corporate Communication and Education; Organizational Knowledge & Innovation

EDUCATION

MBA in "Communication: New Media,
Languages and Technologies" - Uni-BH / 2003

Graduate studies (major) in Journalism - Uni-BH / 2001

LANGUAGE

Advanced English - Fluent (Diploma from Madison East High School - WI / USA)

KEY QUALIFICATIONS

Professional expertise in Knowledge Management and strategic information towards people development and the continuous improvement of the business / organization.

Extensive experience in planning and managing digital environments for information sharing and people collaboration, through intranets, enterprise portals, social media and networks, combined with business education processes, communities of practice and intangible assets management.

Expertise in strategic public relations and integrated communication management, providing effective support to the sustainability and to improve brand value to its stakeholders.

Experience in communication planning in contexts of corporate change, organizational restructuring and institutional crisis.

Experience in project management, team management and supporting company's leaders and staff.

Extensive experience in multimedia content production, editing and producing textual, graphic and audiovisual narratives.

Translator of informative and academic content with advanced vocabulary and comprehension of the English language. Portuguese localization and proofreading. Experience in localization for online courses aimed to management and leadership development, produced by Harvard Business Publishing (Harvard ManageMentor versions 10 and 11).

PROFESSIONAL EXPERIENCE

Strategic communications planning - working together with the corporate management, HR and PR to develop integrated communications action plans and diagnostic analysis for meeting goals and measuring results.

Management of digital media - interface development, text and multimedia content for websites, intranets and other digital / online media, towards the modernization of the relationship within the company and with its workforce.

Social media and enterprise networks - through information architecture and knowledge management methodologies, improve the relationship between employees, investors, shareholders, partners, customers and other stakeholders.

Internal Communication - management and modernization actions, improving the relationship with internal stakeholders and the society.

Communications Projects - strategies and actions to support project management staff, with a positive influence in implementing many institutional initiatives and projects.

Coordination of multidisciplinary teams - delegating tasks, responsibilities and autonomy, monitoring execution in order to generate engagement towards strategic achievements, goals and results.

Customer service - getting customers satisfied by providing an agile and efficient care and attention.

Alignment and standardization of communication - resource optimization, crisis management and support for change management and organizational restructuring, providing improved corporate climate, and creating opportunities for positive exposure in media.

Translation English - Portuguese and expert review (proofreading) - Text, narrative and interfaces localization, adapted according to the culture and market of the audience.

COMPANIES

Mindquest Educação S.A.2010 to 2012

Area: Innovation, Corporate Education, Communication and Web

*** Appen Butler Hill Inc. (USA) as an Independent Consultant**2009 and today

Area: Translation, Localization, Global communications, Technology

Fundação de Desenvolvimento da Pesquisa – Fundep / UFMG2005 to 2010

Area: Press Relations and Communications

Lindolfo Paoliello Consultoria de Comunicação2002 to 2004

Area: Press Relations and Communications

Wcom Design - Webdesign & Comunicação1999 to 2001

Area: Press Relations and Communications

VOLUNTEERING

Leuceminas - Leukemia Association of the State of Minas Gerais / Brazil - "Mothers Day" Project, 2000 and 2001

Festivale – Cultural Festival from Jequitinhonha Valley, 1998 – Itinga (MG / Brazil),

COURSES, LECTURES AND SEMINARS

■ Business Intelligence and Metrics for Social Media – JumpEducation - Digital Business Academy (SP)

■ Strategic Information Architecture for Intranets and Enterprise Portals - Instituto Intranet Portal (SP)

■ Managing for Results – INDG - Instituto de Desenvolvimento Gerencial

■ Project Management with MS Project 2007 - A&C Training

■ Knowledge Management and Business Intelligence - ANPEI (SP)

■ Process Management - Luis Borges Assessoria em Gestão

■ Webwriting: Writing for Digital Media and Information - BHtec e-House

■ Innovation: Qualification for Journalists and Communications Professionals - ANPEI and FAPEMIG

■ How to transform your Intranet into a powerful Enterprise Portal – ABERJE (SP)

■ Online Content (Webinsider) – IEC / PUC Minas

■ Planning Models for Business Communications - Fafich / UFMG - Public Relations Laboratory

■ Diagnosis and Research in Communications - Fafich / UFMG - Public Relations Laboratory

■ Financial Management and Planning - SENAC-MG