

RICARDO BADINI SERODIO



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Married, 58



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Skills

Writing

SEO

English

Office

Project

Home Office

Education

- Bachelor Of Business Administration
- Web Content Writing
- SEO Optimization

About Me

16-year experience in creating, mapping and leading systems and process projects for business areas;

6-year experience creating texts and articles for websites and blogs to several market segments;

Challenge-oriented and committed to goals;

Focus on systemic vision and strategies based on the relations and interdependence between business areas.

My Recent Carrer

Web Content Writer

Fênix Technology And Consulting

Business and digital marketing.

January/2024 present day

SEO optimized content to websites and corporate blogs.

Digital Marketing & Web Content Writer

Gávea Consulting And Services

Business and digital marketing.

April/2018 to December/2023

Digital marketing projects (websites, social media, blogs).

SEO optimized content to websites and corporate blogs.

Processes & Systems Consultant

Sotreq – reseller of construction, mining and agricultural machinery.

October/2000 to December/2016

Leader and/or consultant in Systems & Processes Projects: scope definition, data mapping, negotiation of IT resources, interface tests, end-user tests and training, data conversion, implementation plan, go live and operation support.