

Emily Lauriana Alves

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Summary

Results-driven e-commerce and marketing specialist with a proven track record in developing and implementing innovative strategies that drive sales growth and enhance customer engagement. Expert in leveraging data analytics to inform decision-making, optimize marketing campaigns, and improve user experience. Demonstrates exceptional leadership and collaboration skills, effectively communicating complex marketing concepts to diverse audiences. Adept at aligning e-commerce initiatives with organizational objectives, fostering a customer-centric culture, and building sustainable frameworks for long-term success in the digital marketplace.

Skills

- Strategic Leadership
- Emotional Intelligence
- Collaboration
- Problem-Solving
- Communication
- E-Commerce
- Data Analysis
- Optimization of online sales processes.
- Research and analysis of user behavior
- Budget Management

Experience

FOUNDING TECNOSITES | 01/2025 - Current

Specialist in Website Creation and Digital Solutions

- Website Creation: Development of customized websites that meet the specific needs of each client, focusing on usability and attractive design.
- Social Media Management: Crafting content strategies and managing social media profiles to enhance engagement and brand visibility.
- Visual Identity: Designing logos and visual identities that reflect the essence of the brand, contributing to effective branding.
- SEO Optimization: Implementing SEO techniques to ensure clients' websites are easily found in search engines, increasing organic traffic.
- E-commerce Solutions: Consulting and implementing e-commerce solutions, optimizing user experience and increasing conversion rates.
- Digital Marketing Strategies: Developing email marketing campaigns, Google Ads, and Meta Ads tailored to each client's needs, aiming to expand reach and attract new customers.
- Digital Accessibility: Ensure that all products and services offered are accessible to individuals with varying abilities and needs.

OWNER - ASTON MARCAS & PATENTES | 10/2023 - Current

Company of Trademarks, Patents, and Copyrights.

- Social Media Management: I develop and manage Aston's online presence across social media platforms.
- Website Creation: I built Aston's website from scratch using the WordPress platform.
- Sales Strategies:**
 - Email Marketing: I implement email marketing campaigns to attract clients.
 - Social Media: I utilize social platforms to promote the company's services.
 - Google Ads Campaigns: I create campaigns to ensure the website appears at the top of Google search results.
 - Visual Identity: I created the entire visual identity of the brand, including the logo and color palette that enhance Aston's image.
 - Market Research: I conducted thorough research on how to establish a brand and analyzed the product's position in the market.

WEB DESIGNER (VOLUNTARY WORK) - REMOTE 01/2024 - 04/2024

DFRI

- Collaborated in game design and level design for the project.
- Worked closely with developers to create engaging levels and scenarios
- Designed game levels and determined camera positioning using Unity, ensuring optimal visual experiences.
- Documented level designs and communicated specifications to the illustrator for scenario creation.
- Participated in playtesting to identify and report bugs, contributing to overall game quality.

GAME DESIGNER (FREELANCER) - REMOTE | 07/2022 - 12/2023

Sea Studios · Freelance

- Collaborated in game design and level design for the project.
- Worked closely with developers to create engaging levels and scenarios
- Designed game levels and determined camera positioning using Unity, ensuring optimal visual experiences.
- Documented level designs and communicated specifications to the illustrator for scenario creation.
- Participated in playtesting to identify and report bugs, contributing to overall game quality.

WEB ASSISTANT (FREELANCER) - REMOTE | 01/2020 - 05/2022

Ironlight Digital · Freelance

- Responsible for online sales on an e-commerce site for electronics.
- Monitored website traffic and engaged with visitors via chat to address inquiries or issues related to completing purchases..
- Managed product procurement from suppliers for customer fulfillment.
Sent emails to customers who abandoned their shopping carts to encourage completion of purchases.
Handled online purchase returns in case of product issues and facilitated customer refunds.
- Ensured the website was fast and optimized for SEO.
Communicated with stakeholders running campaigns to report the number of customers accessing the site.

UX DESIGNER - ARENA MARCAS E PATENTES · INTERNSHIP | 12/2019 - 09/2020

Company of Trademarks.

- Responsible for the user experience on the company's website and partner sites, including Allmad, an e-commerce store specializing in doors, windows, and pools.
- Updated the website with new products and managed product pricing for the e-commerce platform.
Assisted customers arriving from Google Ads campaigns and tracked site traffic using CRM tools to identify high-potential leads for targeted email outreach.
- Collaborated with sales representatives to create promotional graphics in Photoshop to enhance sales engagement.
- Communicated with the supervisor regarding any website issues or problems faced by partner companies.

3D-INSTRUCTOR, PONTIFICAL CATHOLIC UNIVERSITY OF MINAS GERAIS, BELO HORIZONTE | 08/2018 - 07/2019

PUC

- Assisted Computational Engineering students in 3D printing using Tinkercad.
- Launched and manage five Employee Resources Groups Covered parametric modeling and digital visualization to facilitate hands-on learning.
- Provided guidance and support to ensure students gained practical skills in 3D printing technology and design principles
- Developed 3D models to assist engineering students in creating 3D parts for their projects.

Education

Digital Game Technology Graduation, Pontifical Catholic University of Minas, Belo Horizonte 2017/2021

Relevant coursework:

- Level Design and Architecture Organization of Computers
- Entrepreneurship and Innovation
- Engineering Science and Technology
- 3D and game-play
- Algorithms and Structured Programming
- System Analysis and Modeling
- Data Modeling and Computer graphics
- Mathematical Methods and Game production - Mobile
- Physics programming and Software engineering and testing
- Interface and Usability
- Database Development and Programming
- Artificial Intelligence Techniques

UX engineering, Pontifical Catholic University of Minas, Remote 2024/2026

Relevant coursework:

- Design user experiences: Utilize research platforms and feedback software.
- Create visually appealing interfaces: Leverage Adobe XD or Sketch.
- Organize content efficiently: Use Axure or Figma for wireframing.
- Master programming languages: JavaScript with React or Angular, Java or Kotlin for mobile.
- Implement SEO/SEM practices: Utilize Google Analytics, SEMrush, or Moz.
- Operate in integrated development environments: Employ Git and Jenkins.
- Manage projects effectively: Utilize Jira or Trello.
- Align projects with business goals: Utilize strategic planning tools like OKRs.

Additional Education Certificates

- Google Digital Marketing & E-commerce Professional Certificate from Google.
- Godot Engine from PUC.

References

- Aston Marcas & Patentes, R. Paraíba, nº 889 - Andar 03, Sala 96 - Savassi, Belo Horizonte - MG, 30130-145 - contato@astonmarcas.com
- Arena Marcas ,Rua dos Timbiras 1925, Belo Horizonte, Brazil 30180030 - contato@arenamarcas.com
- Pontifical Catholic of Minas Gerais, Anel Rodoviário Km 23,5 - Rua Walter Ianni, 255 - São Gabriel - Belo Horizonte - MG 31980-110 - Brasilcertificadocioec@pucminas.br
- Lojas Redes - Rua dos Caetes, 499, no Centro de Belo Horizonte, Minas Gerais - genteegestao@lojasrede.com.br

Professional Development

- Boosted Aston Marcas e Patentes' digital presence, increasing engagement by 80%, achieving 10,000 clicks in campaigns, and driving 3,000 Instagram visits in 30 days. Developed an integrated sales strategy combining paid traffic, email marketing, and strategic content.
- Improved website SEO optimization for DFRI using Google Search Console, boosting visibility and search rankings, and reducing unnecessary content on the site.
- Developed an email marketing strategy targeting customers who left their email on the website and abandoned their carts. This initiative increased sales by 40% through personalized follow-up emails encouraging purchase completion. Focused on optimizing email content and timing for maximum conversion rates.
- As a game designer, I used the knowledge gained during university to create prototypes of interactive environments that engage the player, ensuring they remain entertained and activate the activities in each game level
- My main expertise is in user experience (UX) for e-commerce stores. By analyzing customer purchasing behavior, I was able to assess the website's usability and ensure that products were correctly categorized and organized, which improved sales performance and created a smoother shopping experience.