PERSONAL INFORMATION	**Luís Miguel Guerra Figueira Peralta**

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Skype luis.peralta.pt

Sex Male | Date of birth 12/11/1981 | Nationality Portuguese

PERSONAL STATEMENT

As a graduated in Multimedia Communication Technologies and with professional experience in Web, Advertising, SEO & Digital Marketing, i'm seeking an opportunity to make the difference in the awareness of your brand and/or product(s).

WORK EXPERIENCE

Apr 2016–Present

Web Developer
Edirect Insure Asia, Limited, Hong Kong (China)

- Web Design (Illustrator / Photoshop);
- Web Development (JavaScript, HTML, CSS, PHP);
- Search Engine Optimization.

Business or sector Financial and insurance activities

Feb 2016–Apr 2016

Web Developer
Glasses Group Global, Porto (Portugal)

- Search Engine Optimization;
- Marketing Digital Trackers Management;
- Fullstack Development.

Business or sector Wholesale and retail trade

Apr 2015–Feb 2016

Full Stack Web Developer
Africa Internet Group - Porto Tech Center, Porto (Portugal)

- Search Engine Optimization;
- A/B Testing;
- Marketing Digital Trackers Management;
- Newsletter System Revamp.

Business or sector Worldwide Online E-Commerce

Jan 2012–Apr 2015

Web Designer / Web Developer
AEIOU coolBeans, Porto (Portugal)

- Web design & development;
- Wordpress theming;
- Search Engine Optimization;
- Marketing & Online advertising;

Business or sector Online Marketing & Advertising

| Jan 2008–Dec 2011 | **Web Designer / Web Developer** |

AEIOU / Impresa Digital, Matosinhos (Portugal)

- Web development;
- Search Engine Optimization;
- Online advertising.

Business or sector Marketing & Advertising / Digital Publishing

| Jan 2007–Dec 2007 | **Web Designer / Programmer** |

Associação Porto Digital, Porto (Portugal)

- Flash development;
- Image Edition in Photoshop;
- Web development.

Business or sector Multimedia and Digital Services

| Jun 1999–May 2002 | **Web Designer** |

Marques Associados, Anadia (Portugal)

- Web Design and Development;
- Multimedia content creation.

Business or sector Marketing & Advertising

EDUCATION AND TRAINING

| 2008–2008 | **Inicial Pedagogical Formation of Trainers - CAP** | 4 (1-5) |

Psicoforma, Porto (Portugal)

- Communication in presentations;
- Social interaction skills;
- Coaching techniques.

| Sep 2002–Dec 2006 | **Bachelor's Degree in Multimedia Communication Technologies** | 15 (1-20) |

ISMAI, Instituto Superior da Maia
Av. Carlos Oliveira Campos - Castelo da Maia, 4475-690 Maia (Portugal)

- General Domain: Linguistics, English and Communication.
- Professional Domain: Static, Dynamic and Interactive Image Semiotics, Multimedia Production Methodologies, Multimedia Technologies, Programming, 2D and 3D Graphic Computing, Analytic Geometry and Linear Algebra, Data Bases, Information Systems, Documentation Systems and Art History and Aesthetics.

| Sep 2000–Jun 2002 | **Student of Computation Applied Mathematics** |

Universidade de Aveiro, Aveiro (Portugal)

Course incompleted, due to change request to ISMAI for the Bachelor degree currently owned.

Even though, the 2 years studing mathematics (Calculus, Analytic Geometry, Algebra, Numeric Analysis and Statistic) helped me to evolve my way of thinking to a more pragmatic and logical way.

PERSONAL SKILLS

| Mother tongue(s) | Portuguese |

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B1	C1
Spanish	A2	A1	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- Synthesis power in documentation;
- Friendly and Supportive Team Spirit.

Organisational / managerial skills

- SCRUM/Agile lover

Job-related skills

- Strong knowledge of online marketing and advertising;
- Deep knowledge of Search Engine Optimization techniques;
- Outstanding eye catching of visual issues / Pixel perfectionism;
- Strong skills transforming image layouts into web code.

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Independent user	Independent user

Digital competences - Self-assessment grid

- **Web / Programming Languages:** HTML, XML, CSS, SCSS, LESS, PHP, Javascript, jQuery, mySQL, Gulp, NodeJS;
- **Programming Tools:** GitHub, BitBucket, PHPStorm, Aptana, NetBeans;
- **Graphic/Design Tools:** Adobe Illustrator, Adobe Photoshop, Adober Premiere, 3D Studio Max, SketchUp;
- **Marketing & Advertising Tools:** Google Tag Manager, Google Analytics, Google DFP, Google Search, HotJar, Visual Website Optimizer, Optimizely;
- **CMS / Frameworks:** WordPress, Magento, Zend, Yii and Drupal.

Other skills

- Analogical and Digital photography skills gained in academic formation;
- Graphical and visual sensibility in digital image creation, developed in academic context and explored professionally.

Driving licence

A, B, B1

ADDITIONAL INFORMATION

Bachelor's Degree (pre-bologne) Final Project:
- 3D computer game done in C# parallel programming;
- Physical engine and AI programmed developed from scratch as part of the project;

- Extensive array of 3D assets modeled in 3D Studio Max for the race zone environment (replication of 137 meters of Boavista Avenue in Oporto)
- Rated 19 (in a 0-20 scale) by the jury:
  - □ Professor Alexandre Sousa (head of jury and course coordinator);
  - □ Professor José Martins (projector mentor);
  - □ Professor Mário Dominguez (project arguer).

References can be provided by request.