



Curriculum Vitae

Personal information

(in English)

First name(s) / Surname(s)

Luis, Mauricio de Castro

Address(es)

Maia, PORTUGAL
(I'm available to live on other cities in the European Community)

Telephone(s)

(+351) 229 418 309 Mobile: (+351) 916 674 018

E-mail

mauricio@labareda.com, MSN: mauricio_luis@hotmail.com, Web: www.labareda.com

Nationality

Double: Portuguese and Brazilian, I'm a native of Sao Paulo.

Date of birth

01/November/1971

Gender

Men - Marital Status Single - Military Situation resolved

Desired employment / Occupational field

GRAPHIC DESIGNER / WEB DESIGNER / ARTISTIC DIRECTOR / CREATIVE

Publicity, advertising, I have training in social communication and media. I live and work legally in Portugal since 2000. I have experience in Brazilian and Portuguese labour market.

Work experience

Dates

From December/2006 to May/2008

Occupation or position held

Partner and Manager

Main activities and responsibilities

Management of the company and cash, the business administration, human resources, implementing HACCP standards, negotiating with suppliers and customer support. I have also been responsible for creating the visual identity of the shop, shop windows, all the printed material and the creation and maintenance of the site on the Internet.

Name and address of employer

Confeitaria Bela Maia, Lda. www.belamaia.com

Type of business or sector

Bakery and catering (family business)

Dates

From April/2003 to today

Occupation or position held

Advertising, Graphic Designer and Web Designer

Main activities and responsibilities

Raising of new customers, drawing up budgets, create layouts in printed media and Internet, HTML and Flash programming, maintenance and training.

Name and address of employer

Freelancer www.labareda.com

Type of business or sector

Design

Labareda^{.com}

Dates

From June/2002 to April/2003

Occupation or position held

Graphic Designer and Web Designer

Main activities and responsibilities

Graphic material, assembly of models (Mock-ups), finalization of the files and monitoring of printing in graphic. Create layouts for Web design, presentation to the customer, cut of images and programming in HTML and Flash. It was also responsible for monitoring the work of the trainees.





Name and address of employer

Expoente II - Marketing e Comunicação, Lda. www.expoente.net

Type of business or sector

Advertising Agency

Expoente
MARKETING & COMUNICAÇÃO

Dates	From March/2000 to August/2000
Occupation or position held	Web Designer
Main activities and responsibilities	I worked in a large group of Web designers, programmers and Contacts, I was responsible to create layouts of sites in Photoshop and then slice the images to work with the developers and programmers.
Name and address of employer	Collectivemind do Brasil Ltda.
Type of business or sector	Agency of Interactive Media 
Dates	From March/1999 to March /2000
Occupation or position held	Art Director and Web Designer
Main activities and responsibilities	I worked in the department of creation of JWT with Marcelo Sant'ago (now director of new business MidiaClik and president of the Association of Interactive Media) and with major brands in the Brazilian market (Ford, Nestle, UniLever, etc.) at that time Thompson was the second largest advertising agency in Brazil and was to resume investment in the Internet marketing. I went on meetings with clients, create layouts of websites and advertising banners and also monitor the work in the programming.
Name and address of employer	J. Walter Thompson Publicidade Ltda. www.jwthompson.com.br
Type of business or sector	Communications Agency 
Dates	From September/1998 à December/1998
Occupation or position held	Art Director
Main activities and responsibilities	Creation of logos and graphic lines, catalogues, brochures and small magazines.
Name and address of employer	Contraste Comunicação e Design Ltda.
Type of business or sector	Communications Agency
Dates	From July/1996 to June/1998
Occupation or position held	Art Director Junior
Main activities and responsibilities	Creation of layouts, posters, brochures, packaging, catalogues, brochures, monitor the department of contact in meetings with the client.
Name and address of employer	Zicard Vieira Associados Ltda. www.zicard.com.br 
Type of business or sector	Communications Agency - Marketing and promotional merchandising
Dates	From May/1996 to July/1996
Occupation or position held	Trainee of Art Director
Main activities and responsibilities	Search and digitizing the images, external services, in support of campaign presentations, create presentations in PowerPoint, creation of logos, printing and assembly of mock-ups and models.
Name and address of employer	WORK Comunicação Ltda.
Type of business or sector	Communications Agency 
Education and training	
Dates	From January/1992 to December/1995
Title of qualification awarded	Degree in Social Communication with qualification in Advertising
Principal subjects/occupational skills covered	Administration in advertising, compared communication, advertising creation, economy and finance, features and advertising techniques, ethics and advertising law, philosophy, photography, art history, Portuguese language, photographic and film language, media, marketing, quantitative methods, research, planning campaign, planning, communication, marketing plan, production graphics, production advertising on radio, film and TV, sales promotion and merchandising, applied psychology and human relations consumer behaviour, writing in advertising and marketing, sociology of communication , Theory of communication, etc. As a practical work of completion of course I performed a Draft Consultancy Market . This study was to draw up an annual plan for Marketing and Communication for a particular company, involving the diagnosis and analysis of this company, its environment and the market, the projections of scenarios, setting targets and strategies, the determination of plans action, the creation of campaigns, the media, the timeline, costs and cash flow, recommendations, general maintenance and control of the entire plan.

Name and type of organisation providing education and training

Escola Superior de Propaganda e Marketing (ESPM)

Rua Dr. Álvaro Alvim, 123 - Vila Mariana 04018-010 - São Paulo, SP, Brazil. www.espm.br

Level in national or international classification

Course recognized by the media decree nº81.844/78 – D.O.U. de 27-06-1978

Personal skills and competences

Mother tongue(s)

Portuguese (Brazil or Portugal)

Other language(s)

Self-assessment

European level (*)

English

Español

Understanding				Conversation				Writing	
Listening		Reading		Oral Interaction		Oral Production			
C1	Experienced User	C1	Experienced User	B2	Independent User	B2	Independent User	B1	Independent User
B2	Independent User	B1	Independent User	A2	Elementary User	A2	Elementary User	A1	Elementary User

(*)Level of the Common European Framework of Reference (CECR) <http://europass.cedefop.europa.eu>

(1986-1992) **Studied English, intermediate level, at school Cultura Inglesa** (São Paulo).

Social skills and competences

I am a creative person, sociable, good-humored, with good ability to adapt (even in multicultural environments) and to teamwork, like the new challenges. I am responsible and I have passion for my work.

Organisational skills and competences

I am organized, love the details, try the simplicity and clarity of information, like to be independent and solve my problems, deconstruct to rebuild in my way.

Technical skills and competences

Graphic Arts, image processing, mock-up, models, completion, photolithograph and accompanying graphics work.

Computer skills and competences

I have excellent knowledge, self taught, in many administrative and graphics software, the PC or Mac platforms in the view of user. (Photoshop, Kai, Corel Draw!, Illustrator, Freehand, Page Maker, Quark XPress, Acrobat, Image Ready, Dreamweaver, Flash, Word, Excel, PowerPoint, Sound Forge, etc).

(2003) **Course Flash and Action Script**

I have experience in the customization of Blogs, javascript applications, CSS, the phpMyAdmin forums, shopping online from osCommerce and other available on the Internet, and programming in **HTML** and **Flash**.

Artistic skills and competences

(1994) I studied basic architecture design, creating characters, the basic drawings in free hand and on the computer.

(1993) I studied traditional **photography**, studio and outdoor.

Other skills and competences

Knowledge of navigation on military maps in software CompGPS, Oziexplorer and also in GoogleEarth. It is essential for the creation of maps and access road-books;

Experience in organising events and off-road trails, I play off-road since 2000, I like camping and outdoor activities.

I am part of the **LandMania Clube de Portugal** (www.landmania.pt).

Driving licence

Category B and I own my vehicle.

Annexes

Diploma in ESPM:

