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# BELL QUINTÃO

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Accessories Designer

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## Education

MFA - Footwear and Accessories Design - Academy of Art - 2018/2021

MA - Marketing Management - PUC Minas - 2012/2013

BA - Public Relations - UNI-BH - 2006/2009

## Profile

Professional with over ten years of experience in Communications and Marketing, with focus on sales strategy, demand generation services and inbound marketing. BA in Public Relations and MBA in Strategic Marketing Management. Currently doing MFA in Footwear and Accessories Design.

## Experience

### **Marketing Analyst, conta.MOBI, Belo Horizonte, Brazil - 2016-2017**

In charge of holding technology and relationship events across the country to bring forth and expedite sales. Development of employee, partner and customer campaigns. Development of strategies to strengthen relationships with customers. Management of social media content - inbound marketing.

### **Marketing Analyst, Mediphacos, Belo Horizonte, Brazil, 2015-2016**

Responsible for the National Marketing and for the implementation of the International Marketing. Internal communication among employees, subsidiaries and distributors. Development of employee, partner and customer campaigns. Development of strategies to strengthen relationships with customers. Management of social media content - inbound marketing.

### **Marketing Analyst, SoftwareONE, Belo Horizonte, Brazil, 2012-2015**

Responsible for the annual Marketing Brazil planning. In charge of holding technology and relationship events across the country to bring forth and expedite sales, in partnership with companies such as Microsoft, Adobe and Oracle. Participation in team Brazil which heads the global strategic change of the company. Development of employee, partner and customer campaigns. Development of strategies to strengthen relationships with customers. Management of social media content - inbound marketing. Contribution with better practices to the Marketing areas in Latin America subsidiaries. Marketing Award SoftwareONE Brazil 2013 –

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Best employee of the year. Promoted from Analyst to Senior Analyst in January 2014.

**Marketing Analyst, Sicoob Credicom, Belo Horizonte, Brazil - 2009 - 2012**

Responsible for event sponsorships in the health area in the state of Minas Gerais. Participation in the strategy definitions to change logo and restructuring of institutional image. Creation and development of campaigns and graphic designs in campaigns for target audiences. Internal communication and internal marketing campaigns.

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