

CURRICULUM VITAE

PERSONAL DETAILS - CLAUDIA MARTINEZ

Residential Address: 123 Dreamland Street, 45987 Moema BRAZIL
Mobile: +555 666 777
Date of Birth: 1 April 1980
Nationality: Brazilian



CAREER OBJECTIVE

To expand skills and experience within the marketing department of an international sports events company or association

EDUCATION HISTORY

May 2006 – Current **University of Sao Paulo**, Sao Paulo BRAZIL <http://www.fe.usp.br>
Masters in International Marketing
Expected graduation: Oct 2007

Jan 2002 – Nov 2005 **University of Sao Paulo**, Sao Paulo BRAZIL
Bachelor of Business in Sports Management

May 1999 – Feb 2001 **Augusto Laranja High School**, Sao Paulo BRAZIL
High School Certificate equivalent

WORK EXPERIENCE

Jan 2006 – Current	<p>MOEMA MARKETING, Sao Paulo BRAZIL http://www.moemamkt.com.br <i>Marketing Trainee – Casual (weekends and holidays)</i></p> <p><u>Responsibilities and achievements:</u></p> <ul style="list-style-type: none">• Developed marketing and promotional material for sporting events• Coordinated in-house events for the annual <i>Moema Sports Marketing Fair</i> including audio visual, entertainment, programming, food and beverage and staffing requirements• Attended Regional Conference 'Sports Marketing in Brazil 2007'• Increased readership of the Summer Edition of Moema Sports Magazine by 10% through promotional campaigns
Jun 2006 – Sep 2006	<p>THE ART OF MARKETING, Sao Paulo BRAZIL http://www.artofmarketing.com <i>Internship – 12 weeks full-time</i></p> <p><u>Responsibilities and achievements:</u></p> <ul style="list-style-type: none">• Assisted in the preparation of copywriting including press releases, radio and newspaper advertisements• Conducted market research into client demographics• Coordinated in-house internal marketing promotions such as 'Employee of the Month' selection• Updated content of <i>The Art of Marketing</i> website• Assisted Marketing Manager with general sales and marketing administration tasks

COMMUNITY INVOLVEMENT & RECOGNISED ACHIEVEMENTS

2006 Council	Selected as President of University Recreation and Sports Representative
2005/2007	Commendation for Academic Excellence – Head of Sports Marketing, SP University
2000 – 2006	Captained Flora Seju Tennis Team
2005	1 st place in the Flora Seju Regional Volleyball Championships
2003 – 2006	Chaired the Sao Paulo Sports Ball Coordination Committee
2003 – 2007	Volunteer – Fundraising for Amnesty International and the 40 Hour Famine

OTHER SKILLS AND CERTIFICATES

Computer Skills:

- Microsoft XP applications (Word, Excel, Office, PowerPoint, Outlook, Access) – Advanced
- Microsoft Office Document Imaging and Scanning - Advanced
- Acrobat Reader 6.0 – Intermediate
- Fidelio Front Office Systems 6.02 – Beginner

Language Skills:

- Portuguese - Native Tongue)
- French - Basic (reading and writing skills)

Other:

- St John's Ambulance Senior First Aid Certificate - 2007

PERSONAL COMPETENCIES

- Ability to work in a fast-paced environment to set deadlines
- Excellent oral and written correspondence with an exceptional attention to detail
- Highly organised with a creative flair for project work
- Enthusiastic self-starter who contributes well to the team

INTERESTS AND ACTIVITIES

- Tennis, volleyball, surfing, pottery, graphic design

REFEREES

Mr Juan Maciel <i>Events Manager</i> Moema Marketing 13 Sejuado Road Moema 38280 Sao Paulo BRAZIL Ph: +555 111 999 Fax: +555 111 998 Email: juanmaciel@moemamktg.br	Ms Izabela Monteiro <i>Marketing Manager</i> The Art of Marketing 98 Bonita Way Moema 38280 Sao Paulo BRAZIL Ph: + 555 222 333 Fax: +555 222 334 Email: izabelam@artofmarketing.com
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