



Luís Pais



<https://cv.luispais.pt>

Postgraduate in Digital Marketing

Personal and other certificates: cv.luispais.pt/anexos

Post Graduation Final Project: cv.luispais.pt/portefolio-luis

HIGHLIGHTS

- Degree in Technological Physics Engineering by IST
- Post Graduation in Digital Marketing
- Knowledge of web programming
- Training for trainers course (CAP)
- Professional experience in scientific, commercial, digital marketing and multimedia areas
- Continuous formation

PROJECTS



<https://luispais.pt>



<https://luispais.pt/loja-prog-1>



<https://luispais.pt/loja-wp-1>

PERSONAL SKILLS

- Spirit of initiative
- Mindset *out of the box*
- Continuous learning
- Ability to analyze and solve problems
- Ease in team integration
- Enthusiasm in embracing new projects

INTERESTS

Sport, music and other arts, new technologies, science and travel.

LANGUAGES

Portuguese



English



TRAINING

2020 - 2021

POST GRADUATION IN DIGITAL MARKETING

Lusófona University

- Final grade: 19 values.
- Applied project: 20 values.

1989 - 1995

DEGREE IN TECHNOLOGICAL PHYSICS ENGINEERING

Instituto Superior Técnico

Final grade of 15 values.

CONTINUOUS TRAINING

Citeforma, CECOIA and others

Training for trainers course (CAP)

Digital content management

SEO, SEM and Analytics

Python Programming

Java Distributed Systems Programming

Fundamentals of Accounting and Financial

Analysis and Management

E-commerce - Sales through interactive or digital media

Information and Communication Technologies in a Business Environment

PROFESSIONAL EXPERIENCE

2021 - 2022

DIGITAL MARKETING FREELANCER AND BLOGGER

Luís Pais

Tools used: Wordpress, Divi, mLabs, MailerLite,

Mautic, Google Search Console/Ads/Analytics,

Microsoft Clarity, Facebook Business Suite, Ahrefs,

Canva, Photoshop, Open Shot and others.



CONTACTS

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>200 f

DIGITAL MARKETING

SEO



Social Media



Ads



Analytics



Email Marketing



WEB PROGRAMMING

HTML



Javascript



CSS



PHP



WEBSITES

Wordpress



Joomla



Woocommerce



Divi



2011 - 2022

EDUCATIONAL CONSULTANT

Dismel Lda

- programming in HTML, CSS, JavaScript and PHP and VBA for Excel.
- Preparation of multimedia content (videos, images, contests and others) and market studies, both for the national market and for the market of the PALOPS.
- Facebook Ads, Google Ads and Google Analytics: national market and PALOPS.
- More than 500 hours of teacher training,
- Software and manuals translations from English to Portuguese.
- Participation in various national and international meetings, expositions and summits.

COMMERCIAL

Novis, Optimus Negócios, Multimac and Biolider

Prospecting B2B customers, preparing proposals.

SCHOLARSHIP HOLDER

Instituto Geológico e Mineiro

Responsible for the implementation of an autonomous system for measuring the earth's magnetic field inserted in a European network.

SCHOLARSHIP HOLDER

Instituto Tecnológico e Nuclear

Collaborator with several relevant roles in the project "Characterization and modulation of physical properties of coated superalloys" (funded by PRAXIS XXI).

ADMINISTRATIVE

Expo 98

Administrative role in the accreditation office with the job of inserting new entries into the database as well as to access authorization.

OTHERS

Driving license

Audio and image recording/editing programs, such as Photoshop, Canva, Studio One and Open shot