

# ALEXANDRE LEITE

JOURNALIST | COPYWRITER | SEO | EDITOR | SOCIAL  
COMMUNICATOR | DIGITAL MARKETING



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Sabará - MG, Brasil



Portfolio - [www.jornalistaalexandreleite.com](http://www.jornalistaalexandreleite.com)

## Skills

- ✓ Search Engine Marketing (SEM)
- ✓ Search Engine Optimization (SEO)
- ✓ Leads generation
- ✓ Conversion funnel optimization
- ✓ Social media marketing
- ✓ B2B marketing strategy
- ✓ B2C marketing strategy
- ✓ Google Search Console
- ✓ Google Analytics
- ✓ Content creation

## Professional Experience

### Saipos Serviços de Software SA

Content Assistant | April, 2022 - Present

Production and proofreading of SEO texts for the website, aimed at qualifying and acquiring leads.

### Nilo Lima Fotografia

Copywriter | December, 2020 - July, 2021

Copy production and assistance in the content creation and marketing strategies aimed at social networks.

### FutebolNews

Editor | March, 2020 - June, 2020

Production of articles and reports focused on soccer main events.

### Jornal de Viçosa

Jornalista | Maio, 2020 - Setembro, 2020

Production of articles and reports focused on Viçosa's city main events (UFV extension project).

### Rádio Universitária 100,7 FM

Sports anchor | July, 2018 - February, 2020

Transmission of news and debates about the latest events in the sport's world (UFV extension project).

## Academic education

2018 - 2023 | Universidade Federal de Viçosa (UFV)

Bachelor of Social Communication/Journalism

2015 - 2017 | Instituto Federal de Minas Gerais (IFMG) - Campus Sabará

High school and specialized technical education in the field of computer science

## Languages

Portuguese - Native

English - Advanced

Spanish - Basic

## Certifications

● Soccer on Journalism – Futebol Interativo – 04/2020

● Copywriting for social media - LinkedIn Learning - 03/2023

● Inbound Marketing – HubSpot Academy – 05/2022

● Digital Marketing Basics – Google Ateliê Digital – 11/2021

● Social Media Management – Rock Content – 03/2020

● Instagram Marketing - Rock Content - 03/2020

● Content Production for Web – Rock Content – 02/2020

● Copywriting – Rock Content 03/2020

● Content Marketing – Rock Content – 03/2020