

# ALEXANDER CAÚS

SPORTS MARKETING  
MANAGER

## Education

2019

Trevisan Escola de Negócios  
MBA - Sports Marketing and Management

1999

ESPM  
Postgraduate in management and marketing

1995

Universidade Metodista de São Paulo  
Graduation in advertising

## Languages

Portuguese, Native  
English, Fluent  
Italian, Fluent  
French, Moderate

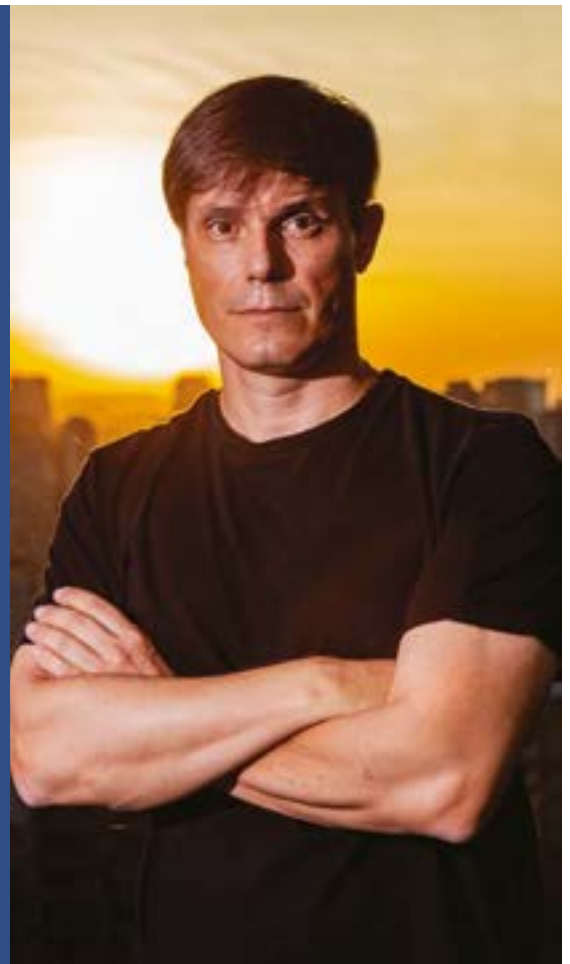
+55 11 98335-6138  
alexcaus73@gmail.com

## Objective

Develop, plan and operationalize marketing strategies to engage fans and consumers with brands, through technology, psychology, data analysis and branded content.

## Skills

<b>Ps</b> Adobe Photoshop *****	<b>Pr</b> Adobe Premiere *****
<b>MS</b> MS Office *****	<b>Lr</b> LightRoom *****
<b>Id</b> Adobe InDesign *****	<b>Ae</b> After Effects *****



## Experience



2019 Currently working

**Oeste Futebol Clube**  
CMO & Head Communication

Brand activation: PepsiCo, Riachuelo, Consigaz, GRAAC, Shield, Audax, Wizard, Saga and Konami; Branded content: creation, direction, production and capture of images; Responsible for mapping the consumer/fan journey; Application of strategic business planning research in prospecting and networking development for new partnerships with endemic and non-endemic players; Analytical reports with Social Listening tools (KeyHole, SemRush, Falco.io) to monitor hashtags, wordcloud and trend topics; Responsible for events in more than 200 Match Days coordinating more than 250 professionals and volunteers. Press office; Maintenance and creation of websites on the Wix and WordPress platform with capture and formation of mailings with RD Station.

2017 Currently working

**CCLA Advogados**  
Head Marketing

SEO management, RD Station, WordPress and Wix, GoogleAds, mailing tools; Strategic and Operational Marketing, Communication and Commercial Plan to attract new partnerships Building, maintaining and strengthening branding with branded content productions.

2019 Currently working

**Trevisan - Escola de Negócios**  
Coordinating Professor and eSports Marketing Course Founder

Creation; planning; development; service and administrative and operational coordination.

2020 July-2021

**7W Play - eSports Content**  
Head Planner

New business development and customer service and sponsors as brand guardian and producer of analytical reports for C6 Bank, the São Paulo Football Federation and Konami.

SEO traffic management; installation of cookies in URLs, shortening and parameterization of active links, Strategic and Operational Marketing, Communication and Commercial Plan; implementation of a program for brand activation in a communication channel and content production on social networks (YouTube, Instagram, Facebook and Twitter); website management and development of technological mechanisms for capturing mailings. Rejuvenation of the consumer/fan public through the management of social networks.

[linkedin.com/in/alexcaus/](https://www.linkedin.com/in/alexcaus/)

[twitter.com/alexcaus](https://twitter.com/alexcaus)

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