

## Résumé

**Name:** Vitor Marques Peçanha Araújo

**Birth:** 13/03/1982

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**Site:** [www.vitorpecanha.com](http://www.vitorpecanha.com)

Bachelor in Social Communications with emphasis on Marketing and Psychology and also bachelor in Graphic Design, with works in guerrilla marketing, brand management and development of projects for the Internet

Advanced knowledges and personal interest in new business models, start-ups, alternative medias, online strategies and technology, mainly tendencies related to the Internet.

## Education

**March 2010 (estimated)**

Post-Graduate in Interaction Design

IEC - Puc Minas

Belo Horizonte, Minas Gerais, Brazil

**December / 2008**

Bachelor in Graphic Design

Universidade do Estado de Minas Gerais (State University of Minas Gerais)

Belo Horizonte, Minas Gerais, Brazil

**December / 2006**

Bachelor in Social Communications - Advertising and Marketing

Universidade Federal de Minas Gerais (Federal University of Minas Gerais)

Belo Horizonte, Minas Gerais, Brazil

**2001 / 2002**

Economia e Gestione Aziendale (Economics and Management) - (2 terms)

Università degli Studi di Bologna

Forlì, Itália

**July / 2001**

Technical High School in Management

Technical Commercial Institute - Torino Foundation

Belo Horizonte, Minas Gerais, Brasil

## Professional Experience

(<http://www.linkedin.com/in/pecanha>)

**April 2009 - Current:** Raiz Dezesseis Marketing and Communications LTDA  
Web and Strategic Planning Advisor

**March 2009 - Current:** Editor at FayerWayer Brasil

**January 2008 - April 2009:** Raiz Dezesseis Marketing and Communications LTDA  
Web and Planning Director

**February - August 2007:** Art Director - 2 Pontos Communications

**January - May 2007:** Creative Director - TK Agency

**July 2005 / March 2006:** Marketing and Communications Director - URE Brasil

**2003 - 2005:** C.R.I.A. UFMG Jr.: Member: Financial Director and Accounting

## Other

Developer of the application Zooar using the OpenSocial platform(2008)  
Zooar was one of the first Orkut applications developed in Brazil.

Developer and webmaster of the site [www.malabares.com.br](http://www.malabares.com.br) (2003)  
[Malabares.com.br](http://www.malabares.com.br) was one of the first sites to offer video content for jugglers in the world,  
focusing on teaching new techniques to those interested in this art.

Editor of the blog FayerWayer Brasil, portuguese edition of the largest technology blog in Latin America and member of BetaZeta networks, the largest in Spanish Language in the world.

Editor of the blog [NaCorreria.com.br](http://NaCorreria.com.br) about communications and Internet

Guest editor of the blog [widgy.net](http://widgy.net) about Web 2.0

## Languages:

Portuguese: Mother Language

Italian: Fluent

English: Fluent

Spanish: Advanced - DELE Certification in Basic Spanish (2001)