

Luiz Augusto B. Penteado

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Summary

My experience highlights include an extensive leadership, advertising and marketing background and the opportunities to create a wide range of advertising pieces and to direct numerous ad campaigns. I am recognized as a problem solver with the ability to create and implement innovative marketing strategies and communication plans to meet client needs. Not willing to accept the ordinary, I am always seeking new perspectives and challenges in a progressive organization with a positive and exciting environment.

Education

Note:

My family, friends and the advertising industry know me as "Guto Penteado".

Bachelor's Degree:

Advertising and Social Communications

writing | graphic designing | accounting | statistics
communications strategy | publicity | market research
marketing | ad campaign planning | public relations
advertising ethics and legislation | project coordination
media selection & placement | consumer behavior and psychology
tv, radio, cinema and graphic production

1986 - 1990 - FIAM

Faculdades Integradas Alcantara Machado - Sao Paulo, SP - Brazil

Additional Courses

1985 - 1986: **Business Administration**

Faculdades Integradas de Guarulhos, SP - Brazil

1990 - 1991: **English**

ESE - English school - London, England - UK

1997 - 1998: **Computer Courses**

Corel Draw, Adobe Photoshop, Windows, Word, Internet and web designing
Norton Informatica - Amambai, MS - Brazil

2000: **Communicative Methodology**

North American Cultural Institute - Sao Paulo, SP - Brazil

2000: **Marketing 1 to 1 and Business Efficiency**

SEBRAE - Amambai, MS - Brazil

2002: **It's Good Business**

Responsible Beverage Service Program

STEC - Saskatchewan Tourism Education Council - Saskatoon, SK Canada

Languages

English: fluent - spoken, written and reading

Portuguese: fluent - spoken, written and reading

Spanish: proficient - spoken and reading

Working Experience

Communications Manager

2006 - Present - **PM&P - Prairie Machine & Parts MFG. Partnership**

3335 Millar Avenue Saskatoon, SK S7K 5Y5

Phone: (306) 933 - 4812 Website: www.pmparts.com

President: Mr. Murray Popplewell

Prairie Machine & Parts is a Canadian company internationally recognized as a leading manufacturer of heavy industrial machinery and machine components for the mining industry worldwide. Some of PM&P's clients are Cameco, Potash Corp, Agrium, SaskPower and others.

At PM&P, I am in charge of company image, communications, ad campaigns, promotional material, website development and all tasks related to the communication field as outlined below.

Advertising

Creation of all company media, ad campaigns including radio, magazine, newspaper, flyers and brochures.

Development and maintenance of company's website and creation of products' logos.

Promotional Material / Marketing

Artwork for customers' gifts such as thermus mugs, memory sticks, glasses and calendars. Creation and design of posters, banners and displays; Creation and design of product, vehicle and safety helmet decals; product user manual cover designs. Company's logo and slogan adjustments to the current market. Creation and design of letterhead, envelopes, business cards and product serial number metal plates. Development of animated and slide presentations for the company sales team; and production of DVD/CD and design of labels and covers.

Internal Communications

Editing and publishing of company newsletter and Employee Handbook; and annual year-end staff promotional material

Media Relations

Press release writing, quotation and media buying to all media sectors such as newspapers, magazines, video production companies, radio, TV, print shops and others.

Communications Consultant

2006 - Present - **Rae-Dawn Arabians**

Box 5A, RR#5 Saskatoon, SK S7K 3J8

Phone: (306) 373-6346 Website: www.rdarabians.com

Owner: Mr. Murray Popplewell

I am in charge of all show horse promotion, including advertising in American and Canadian magazines, Arabian Horses regional newsletters, specialized websites, regional and national Arabian horses directories and other publications. Video production, editing and distribution of horses and farm movies and video clips in AVI and MPEG4. CD and DVD production and design of covers and labels. Promotional banners, flyers, posters and displays for exhibition booths. Greeting cards and calendars for customers and horse breeders, event invitations, stationary and business cards. Artwork for promotional material such as horse blankets and camping chairs. RD Arabians and WCB - Western Canadian Breeders websites development; editing and publishing of 2008 WCB Show Program.

References from former employers are available upon request

Working Experience

Portfolio
available
upon
request

Advertising and Marketing Consultant

2004 - 2006 - **B.C. Consulting Services**

1020 - 8th Street E. Saskatoon, SK S7H 0R9

Phone: (306) 241 - 2117 and 651 - 7112 Website: www.bccs.ca

Principal: Mr. Tom Porter

I wrote and designed advertising pieces for the following clients: Bogend Broadband high speed Internet, Maple Leaf Foods, Pitch Rippers Soccer Club, STEP - Saskatchewan Trade and Export Partnership, City of Saskatoon, and University of Saskatchewan - ranging from displays, brochures, flyers, and t-shirts to economic assessment reports, newspaper ads, and radio spots.

Graphic Designer | Desktop Publisher

2006 - **Page One Digital**

622A Circle Drive East Saskatoon, SK S7K 0T9 Phone: (306) 244-8085

Supervisor: Mr. Cam Smith / Ms. Carmem Campbell

I developed practical experience in the Canadian print and press industry at Page One where I worked as a graphic designer and desktop publisher.

Advertising and Marketing Executive Director

1998 - 2002 - **Lojas Veneza**

Furniture, Household Goods, and Appliances Retail Chain

Head Office: Av. Pedro Manvailier, 595 CEP. 79.990.000 Amambai - MS - Brazil

President: Mr. Jandir Guerra Phone: 55 (67) 3481-1324

During five years as the Advertising and Marketing Director, I was in charge of company image, marketing, public relations, ad campaigns, store facade and interior product display, human resources, and all tasks related to the corporate communications for and among the six Brazilian company stores as outlined below.

Advertising

Creation and approval of all company media and ad campaigns including TV, radio, billboard, magazine, newspaper, flyers and brochures. Creation, development and registration of the company trademark, logo and slogan.

Public Relations

Customer service assistance; internet webpage design and updating; and supplier contact for sales bonus and advertising budget approvals.

Human Resources

Store managers and sales personnel motivation programs; sales and customer relations training programs; annual staff conference, rewards and benefits program; editing and publishing of company newsletter and training course brochures.

Marketing

Involved in company annual growth planning and applied marketing strategies to increase sales and customer loyalty. Implemented marketing strategies that resulted in 20% sales increase (during five years) in a very competitive market. Research for potential locations to establish new stores. Product pricing supervision; sales promotions; creation and supervision of contests and other marketing strategies implemented to meet a high standard of service quality and consumer satisfaction.

Computer Skills

I have several years of experience working with a variety of computer programs and applications which allow me to perform tasks ranging from graphic & website design, animations, copywriting, desktop publishing to movie production and editing. The following programs and applications are currently used by me on a daily-basis: Adobe Photoshop CS2, Macromedia Dreamweaver 8, Macromedia Flash 8, Adobe Illustrator CS2, CorelDraw X3, Adobe Acrobat 7.0 Professional, Macromedia Fireworks 8, Corel Word Perfect 8, Apple Final Cut 6 Pro, Pinnacle Studio Plus 10, Microsoft Word, Quark Xpress 7, Power Point, Quick Time Player, Windows Media Player, MSN-Windows Live Messenger, Yahoo Messenger, Skype, Mozilla Thunderbird, Microsoft Outlook Express, Internet Explorer, Mozilla FireFox and Netscape.

Some of the websites I developed and maintain:

www.pmparts.com | www.rdarabians.com | www.ccindustries.ca
www.brasask.ca | www.wcbreeders.ca | www.ucpbasaskatoon.ca

Other Skills

I have taken on various activities which were developed through my ability and potential for creative work. My leadership skills and well organized manner helped me to promote several types of entertainment events such as school camps, tourist excursions, food and beverage festivals, musical concerts, and cultural events. I have also written political satire and travel articles for newspapers in Brazil and have published monthly newsletters for Brazilian associations and unions. I have coordinated political campaigns in Brazil, and I have worked as a language translator.

Community Service

•Rotary International

Website: www.rotary.org

I served as a member for the Rotary Club of Amambai-MS, district 4470 of the Rotary International since 1997, where I developed important social services for my community. In 1997, as a "Matching Grants" projects coordinator, with some international partnership help, I planned and developed several projects for deprived communities. This brought to them benefits such as ambulances, buses, vans, computers, and other equipment worth over US\$ 200,000.00 in financial investments made by the Rotary Foundation. In 1998, I was selected by Rotary as the GSE - Group Study Exchange team leader in Bombay, India. There I guided a group of professional people, organized and planned its studies, research and social work for Bombay's community during the forty day excursion. In 1999, I was elected president of the Rotary Club of Amambai and between 1997-2002, I was the International Youth Exchange Students Program officer, selecting potential young students for one year exchanges abroad.

•PPS - Partido Popular Socialista

Website: www.pps.org.br

In 1999/2000 I was a co-founder and member of the board of directors for the PPS - Socialist Popular Party in Amambai - MS, Brazil where I ran for the local elections in October of 2000.

•BRASA - Brazilian Association of Saskatoon

Website: www.brasask.ca

I was a co-founder of Brasa - Brazilian Association of Saskatoon in 2007 and currently I am a member of its board of directors. As the association's Communications Coordinator, I created the logo, slogan and image of Brasa and I'm in charge of the Public & Media Relations, Advertising, promotional material, website design & maintenance, and all other tasks related to the communications field.

Personal References:

Tom Porter

Principal Consultant/Proprietor
B.C. Consulting Services
2112 McKinnon Avenue S
Saskatoon, SK S7H 0R9
phone: (306) 241-2117

Elizabeth Freire

Executive Director
Saskatoon Sexual Assault
and Information Centre
201 - 506, 25th Street East
Saskatoon, SK S7K 4A7
phone: (306) 244 - 2294

Karsten Liber, Ph.D.

Director, Toxicology Centre
University of Saskatchewan
44 Campus Drive
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Website: www.usask.ca/toxicology

John William Harris

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Norman Wallace

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