



IVAN ADRIEL

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SUMMARY

I am a strategist, builder, a doer, a problem solver whose objective is to always over-deliver the best results when it comes to the brands and companies I work for. **COMMUNICATIONS IS MY TRUE CALLING.** At the young age of 12, I developed a Harry Potter website, which got over 10 million visitors per month. This project was the catalyst that turned me into a self-taught professional with a broad range of skills. In the last eight years, I have been developing multi-faceted strategies as well as writing, designing and researching for global brands like HBO, MTV, Citibank, Allianz, Sony, Telefonica, Huawei, 3M, Ministry of Science, Technology and Innovation while working in South America and Europe. I was also very happy to accept the opportunity to author a chapter for Understanding Social Media - a book published by Kogan Page in the UK. As a devoted explorer, I crave chances to learn about other cultures and experience different customs and views to shape my perspective on the world in which I live.

I have already visited over 20 countries always sharing my experiences with a community of over 450k people who follow me on social media. I am a strong believer that inspiration can come from anywhere and only diversity of backgrounds, experiences and lifestyles can create communication that truly connects people. My values are rooted in honesty, being clear, being fair and keeping things awesome. Time-sensitive, deadline-driven environments have defined my career thus far and I always strive to make the project I am current working the best project I ever delivered.

EXPERIENCE



THESNAPYS | 01/2015 - Present

Co Founder

Co-Founder, Project Manager and Digital Strategist for The Snapys, an award for the Irish Instagram Community powered by exclusive technology.

RESULTS: 500,000 interactions, through which we achieved 92% Instagram local community reach, 23% Share of Voice Growth and 10% Market Share in the premium tier of the Smartphone Market in Ireland.

FUTUROLOGY | 04/2014 - Present

Creator and Researcher

Co-founder, helping clients future-proof their business by delivering emerging technologies, such as the Internet of Things, inspiring content, collaborative processes, evaluating the current landscape and connecting them with the future.



CONNECTOR.IE | 02/2013 - Present

Head of Digital

Head of Digital - I am a strategist, a builder, a doer, and my primary objective is to deliver results - to an agency and its clients.

Guiding a multidisciplinary team to build brilliant strategies across multiple verticals with particular attention to both strategic approach and aesthetic execution.

Responsible for most projects from start to finish, handling everything from planning and project management to resourcing, budgeting and reporting of the campaigns.

I also work in hand with management seeking opportunities to help the agency thrive, by developing new revenue models and streams, new business processes, market analysis and creating the roadmap to grow the company

ACHIEVEMENTS: Winning big retainer accounts, developing proposals that increased conversion rate, and tripling project revenue since I joined the agency with proven cost savings on every project.

KEY CLIENTS: Sony, Allianz, Huawei, Benecol, Board Bia, Sony Mobile

BLOGPARTNER | 01/2012 - 09/2015

Consultant

Strategic consultant for professional bloggers - Advising on content strategy, community management, growth hacking, ad-tech and reporting.

CLIENTS: Bloggers with over 500k social connections and over 1.5m unique visitors such as Passando Blush / E ai, Beleza? / Borboletas na carteira and others.

AGÊNCIA PÓLVORA | 04/2012 - 01/2013

Creative Planner

Creative Planner focused on revealing social insights and developing campaigns to drive key business goals while constantly raising the bar on creativity

Responsible for planning, reporting and offering strategic guidance to leverage best practices within critical agency areas such as digital listening, data analysis, influencers marketing with a particular eye for revealing consumer behavior, helping clients connect with customers in an impactful way.

Effectively Integrating knowledge of emerging strategies and technology to create business-winning pitches.

CLIENTS: O Boticário - the largest cosmetic franchise in the world - 9.5mi likes on Facebook, CitiBank, 3M, and others.

OUTMIST | 02/2011 - 05/2012

Project Manager

Project Manager responsible for planning, resourcing, implementing, budgeting and tracking of projects such as branding, website development, social media campaigns, advertising campaigns.

MTV BRASIL | 01/2012 - 08/2013

Blogger

Guest writer at @Adifusora - part of the MTV Blogs farm, researching and writing articles on trends and pop culture, engaging the reader through a conversational style.

MODAPARAHOMENS | 02/2012 - 06/2012

Blogger

Guest writer at ModaParaHomens (Style for Men) - the biggest male fashion blog in Brazil 500k unique visitors, researching fashion brands history and heritage and crafting posts about their legacy

SEPHA BLOG | 11/2010 - 04/2011

Freelancer Editor

Freelancer Blogger Editor for the most traditional beauty e-commerce in Brazil. Responsible for researching and writing content about the history of the main luxury brands, as well as content curation, editorial planning, and seeding strategies.

ITALLIAN HAIRTECH | 12/2009 - 02/2011

Designer and Social Media

Responsible for packaging and promotional material design and piloting social media projects of the company. Development of Social Media Strategy, Social Listening product research and the Ideation process and influencers outreach program.

JEDS WEB | 02/2008 - 07/2008

Internship

Responsible for developing front-end art direction and html/css, web analytics reports and a diverse array of associated tasks, researching project management platforms and tools to speed up internal processes.

EDUCATION



HARVARD UNIVERSITY

2016 - 2016

Innovation and Strategy



STANFORD UNIVERSITY

2016 - 2016

Effective Public Speaking



GENERAL ASSEMBLY

2015 - 2016

Data Analysis



IRISH MANAGEMENT INSTITUTE

2013 - 2013

Diploma, E-Commerce/
Electronic Commerce

MIS

2011 - 2012

Cultural Projects
Management

SENAC

2011 - 2011

Communication, Journalism,
and Related Programs

GOOBEC

2010 - 2010

GAP, Google
AdWords Marathon

INTERNATIONAL INSTITUTE OF PHOTOGRAPHY

2009 - 2010

Commercial Photography

INTEGRA CURSOS

2009 - 2009

Guerilla Marketing

SENAC SÃO PAULO

2007 - 2008

Computer Hardware
Technology/Technician

SENAC SÃO PAULO

2006 - 2008

Adobe Creative Suite

CERTIFICATIONS

HubSpot

HUBSPOT INBOUND CERTIFICATION

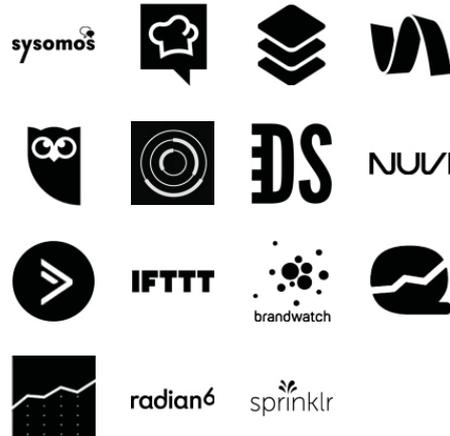
03/2016 - 04/2017

Google

GOOGLE ADVERTISING PROFESSIONAL

02/2010

I WORK WITH



LANGUAGES

ENGLISH

Full professional proficiency

SPANISH

Elementary proficiency

PORTUGUESE

Native or bilingual proficiency