

Personal Informations

Georges Kirsteller Ryoki Inoue

Born in São José dos Campos (04-09-79)
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CURRICULUM VITAE

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Business: www.WebStartup.com.br

Summary

Since 1997, I work for agencies and publishers in Brazil. I have more than ten years of experience in digital marketing and editing books, newspapers and magazines. I was the creative Director and web designer for companies of information technologies and an editor and reporter for independent communications media in São Paulo. Nowadays, I am an entrepreneur with my bootstrapping of Collaborative Journalism in several content sites and digital media, considered as reference by the "Revista Imprensa" magazine, the main publication in this branch.

Experiences and Qualifications

Internet and Digital Marketing

Development of projects starting from the architecture of the information and application of production solutions and lay-outs creation as a web designer, management and maintenance of websites, blogs and social networks. Advanced knowledge on web marketing with technical assignments as CMS in Wordpress, analysis and SEO/SEM consulting. Production and optimization of interfaces for the public and private segments.

Advertising and Marketing

Development and edition of advertisements. Impacting presentations with 3D and audiovisual resources. Visual identities creation, campaigns for printed and digital media magazines. Sales strategies for artworks, books and other retail products. Attraction and promotion of events such as art exhibitions and biennial book fairs.

Editorial Services

Calculation and production of magazines and reportages. Press office, infographics, researches for publishers and companies. Book covers creation, graphic covers and publishers labels. Elaboration of news articles for digital and printed media. Edition and design of several books, magazines and newspapers. Development of business projects and planning.

Awards

- 2004** - 1º place on iBest in the category Personal - Personalities
- 2003** - Top 10 on iBest in the category Personal - Personalities
- 2002** - 1º place on iBest in the category Personal - Personalities
- 2001** - Top 3 on iBest in the category Personal Fan Club
- 2000** - 1º place in the category Biographies on iBest

EDUCAÇÃO

- 1998** - Course Yazigi International Language - Nível intermediário
- 2000** - High School completion
- 2012** - Univap, Social Communications / Journalism - In progress
- 2013** - TV Journalism course - Prof. Anderson Sobrinho, TV Record
- 2013** - ePub e Folio Digital Publications Adobe Expert Certified

INFORMATICS

Languages: HTML5, advanced CSS , XML, JavaScript notions, Java, Action Script, Php, MySQL
Softwares de Edição e Design: Photoshop, Flash, Dreamweaver, Indesign, Page Maker, 3d Studio MAX, Adobe Premier, Illustrator, Freehand, Corel Draw, Photopaint, Acrobat, Gif Animator
Others: Visual Studio, MsOffice, Visio Pro, Amorphium, among others.

Professional History

IT and marketing agencies

K2 MKT (02/2013 - 09/2014)

In São Paulo, Brazil as SEO Consultant and Art Director. Creation and development of visual briefings for major brands as Audi, Volvo, BMW, Lexus, Le Creuset, Screwpull, etc. Websites and digital marketing campaigns creations and optimizations.

Rede Alumni (02/2012 - 02/2013)

In São José dos Campos, Brazil as Marketing Analyst and Press Officer, Webwriting and development of websites, blogs and portals. Webmarketing, presentations and analysis of projects related to education and scholarships.

Comuniq (05/2011 - 12/2011)

In São José dos Campos, Brazil as Digital Marketing Manager. Creation and optimisations of websites for search engines.

EICON BRAZIL (08/2008 - 12/2010)

In São Paulo, as Designer. Flash presentations with 3D and audiovisual resources for projects related to the public and private segments. Usability Analysis and Information Architecture. Security systems interface. Creation and production of advertising material and endomarketing campaigns.

Net Highway (01/2008 a 08/2008)

In São Paulo as a Webdesigner. Front-end design and W3C validation in Visual Studio.

MACTOP Design (11/2000 a 11/2001)

In São Paulo as a Webdesigner. Information architecture and usability for news portals.

Publishers and Communication Media

Sax Magazine (02/2013 - 09/2014)

In São Paulo, Brazil as a Webdesigner. Development of graphic projects, digital magazine, social media and advertising briefings.

Jornal Foca em Foco (07/2013 - 09/2014)

In São José dos Campos, Brazil as a Journalist. Verification, production, articles and design of university newspaper.

Jornal Raízes Diário (02/2008 - 07/2008)

In Santa Catarina, Brazil as a Designer. Graphic design for the Joaçaba's and Herval D'Oeste newspaper.

TV Vanguarda (03/2001 - 11/2003)

In Campos do Jordão, Brazil as Web Editor. Creation and touristic news gathering for tje E-Vanguarda Channel, from São José dos Campos.

Revista Letra Verde (06/2000 - 02/2001)

In Campos do Jordão, Brazil as a Designer. Creation of the graphic Project and design of an arts, literature and tourism magazine.

Editora Vertente (04/1998 - 6/2000)

In Campos do Jordão, Brazil as a Designer. Visual communication, covers creation, campaigns, websites and book design.

Jornal Riso do Corujão (05/1997 - 12/1997)

In Campos do Jordão, Brazil as na Editor. Edition, writing and design of local newspaper.

Farol do Sul Capixaba (06/1991 - 11/1992)

In Espírito Santo, Brazil as an Ilustrator. Comic strips for an state newspaper. Histórias em quadrinho para jornal estadual.

ADDITIONAL INFORMATION

As a Publisher, I made around 450 publications of national authors works. I was also responsible for the biography of the couple Jacques and Janine, for the GKR publisher and the creation of the Publishing Label Ryoki Inoue Productions, featured on the Books Biennial in São José dos Campos.

In 2000, working for Mactop Design, in a partnership with Arctecta Interativa, we conducted FENASOFT, the first lecture in Brazil about Usability and Informations Architecture.

I developed and published personal websites based on personalities like the rock band Legião Urbana and writers and artists. I also performs presentations for clients like Rimed, Andrade Gutierrez, Multibras, CodeCiphers, NFS-e and Eincon Brazil.

I provided marketing services for the Book Biennial, Ascona and Lausanne Hotels, and to other institutions in the hotels and restaurants segment, including Baden-Baden, Screwpull, Le Gourmet Bistrot and Le Creuset.

I took part in the development of the Brazilian Association of Wakeboard (BAW), the creation of the Brazilian Catalogue of Arts Júlio Louzada, in web projects for Vanguarda Paulista TV, Adonde.com, Mansão das Artes, Central de Designers, Ginfes, GissOnline, Portal do Aluno, Quero Bolsa, among others..

In 1998, I developed a Campos do Jordão website, mentioned by the newspaper "folha de São Paulo" as the most complete about this touristic town. And during the two following years, I was responsible for this town's divulgation on Globo.com.

In october 2004, I achieved the Best result in consortium sellings in all the Magazine Luiza retail chain in Brazil.

My last works were the digital marketing conclusion and implementation of the e-commerce system for Ryoki Productions, including all the editorial services which granted the positioning of the company as one of the main independent publishers in Brazil and also as SEO in the company Rede Alumini, where I developed webmarketing actions and campaigns for scholarships concessions, in a partnership with several private IES.

Nowadays, I have been dedicating my time to TV Journalism studies and, separately, to my projects related to the (www.webstartup.com.br), regarding to my bootstrapping of Colaborative Journalism, as follows:

www.JornalismoColaboravio.com
www.ValePublicar.com.br
www.ValeChef.com.br

www.TemporadadeInverno.com
www.ValeJornal.com.br
www.ValeDesigner.com.br

www.Turol.com.br
www.ValeShimbun.com.br
www.ValeStartup.com.br