




DANIEL QUADROS

www.danielquadros.me

[linkedin.com/in/eudanielquadros](https://www.linkedin.com/in/eudanielquadros) 
eudanielquadros@gmail.com 
(51) 99233-7525 

I tell stories and
create narratives.
Strategically.

ACADEMIC EDUCATION

Graduation | 2015 - 2019
Journalism (PUCRS)

Technologist | 2020 - 2022
Creative Writing (PUCRS)

MBA 2020 - 2024
Marketing, Branding and
Growth (PUCRS)

PROFESSIONAL EXPERIENCES

Gio Comunicação | 04/2024 - Current

**Head of Content |
Brand Culture Leader**

Responsible for managing, with a focus on content and brand culture, the AGCO and Hospital Mãe de Deus accounts; and strategic consultant for brands such as Grupo Panvel, Pompéia, Lojas Renner, Sicredi, Grupo RBS, Stihl, TIMAC Agro, Casa Hotéis, Edenred and Grupo Lins Ferrão.

Cora Bank | 05/2022 - 01/2024

**Senior Content Marketing and
Journey Analyst | People Dev |
Culture Interviewer**

Responsible for boosting the professional and personal development of mentored people, as People Dev. Guardian of Cora's culture, analyzing the behavior and technical skills needed in selection processes. In Marketing and Jornada, responsible for restructuring and managing social networks, agencies and freelancers, in addition to aligning marketing areas; strategy and execution of Go to Marketings (GTMs); multiplatform content (channels such as blog, SEO, articles, rich materials, CRM rules, apps and SMS); end-to-end 360° campaigns and product launches; activation actions at events; engagement, acquisition and retention tests with leads, customers and partnership programs. Analysis of metrics and creation and presentation of reports.

Alright AdTech | 01 - 05/2022

Marketing leader | Senior Analyst

Management of agencies, communication channels (social networks, blog, commercial materials, etc.) creation and administrative routines. Marketing planning and strategy. Production of content for different formats and campaigns and inbound marketing.

Agibank | 09 - 11/2021

Marketing and Creative Analyst

Conception of narratives, storytelling and concepts. Production and validation of content and materials for different formats, campaigns and channels (on and offline) and points of sale. Communication planning and strategy.

PUCRS | 11/2019 - 01/2021

Content Assistant V

Planning, strategy and production of content for different formats and channels (blog, magazine, social networks, emails, announcements, press, campaigns, branded content, internal communication, newsletters, etc.). Preparation of institutional and editorial materials. Prevention and management of image crises. Event coverage. Analysis of metrics and preparation of reports and presentations.

G1 e RBS TV | 02 - 08/2019

Content Assistant III

Management of RBS TV's social networks. Writing articles. Digital content. Capturing and editing videos and images from the G1 portal and the programs Bom Dia Rio Grande, Jornal do Almoço, Globo Esporte and Galpão Crioulo on Globo Play. Diversity and inclusion initiatives. Data analysis and reporting.

ADP Brazil LABs | 09/2017 - 02/2019

**Social and Institutional
Communication, D&I and HR**

Communication planning and strategy. Channel management. Internal communication and internal marketing. Management of technology communities. Content production and curation. Reference for leaders of Business Resources Groups (BRGs) for diversity and inclusion, social responsibility and innovation. Organization of events and management of suppliers and materials.

**Coordination of Performing Arts -
Municipal Secretary of Culture of Porto
Alegre City Hall |
08/2016 - 08/2017**

Social Communication Intern

Management of communication channels and content production (website, social networks, emails, etc.). Dissemination of cultural programming. Relationship with the press. Administrative routines, preparation of reports, documents and notices for the occupation of theaters and the Municipal Center for Art and Leisure Lupicínio Rodrigues. Organization of events and awards, such as Açorianos, Tibicuera and Revelação.

www.danielquadros.me

+10 LECTURES

With Conceição Evaristo, Lázaro Ramos, Hélio de la Peña, Preto Zezé, Nega Gizza and more.

30TH UNIVERSITY SET AWARD

Winning news story about the extinction of bees.

VOLUNTEERING

Participation in technology, education, innovation and creative industry projects.

MEDIA NINJA ARTICLE

How to create narratives that carry meaning and purpose.