

# JOÃO PAULO (J.P.) BARROS FRANÇA

COMMUNICATIONS & MARKETING PROFESSIONAL | CONTENT CREATOR | AI PRODUCT BUILDER

oconnorfranca@gmail.com | +353 830 805 289 | Cork, Ireland | EEA Citizen – Fully Eligible to Work

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## PROFILE SUMMARY

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Multilingual communications and marketing professional with 8+ years of experience across agency, corporate, aviation, and nonprofit sectors — including PR for Samsung at MSL Group (Publicis Groupe) and an Aberje Award, Brazil's top corporate communications prize. I create content end-to-end: press releases, internal communications, social media content, copywriting, and video production (50+ corporate videos), backed by data-driven reporting and cross-functional stakeholder management. Driven by a genuine curiosity for technology and systems, I have independently conceived and launched digital platforms — including a [social dining app](#), an AI-powered [media training tool](#), and an [interactive timeline](#) platform, launched with a TikTok video campaign produced entirely with AI — demonstrating initiative, autonomous learning, and modern AI-powered content production skills.

I hold an MBA in Business and Marketing and a BA in Journalism. Permanently based in Cork as an EEA citizen, I am seeking communications, marketing, content, or social media roles where proven communications experience meets modern AI-powered content production.

## CORE SKILLS

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- Corporate & Internal Communications — employee bulletins, newsletters, annual reports, stakeholder engagement
- Press & Media Relations — press office, press releases, media monitoring, crisis communications
- Content Creation & Copywriting — social media content, blogs, scripts, storytelling (English/Portuguese)
- Video Production & Editing — 50+ corporate videos; short-form video (TikTok, Reels, Shorts); CapCut, AI video tools
- Social Media Management & Digital Marketing — Google Ads, Meta Ads, SEO, email marketing, Google Analytics
- AI & No-Code Development — built 3 web/mobile platforms; Claude, ChatGPT, prompt engineering, GitHub, Vercel, AWS

## EMPLOYMENT HISTORY

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### Customer Service Representative (Remote) | [Everise, Ireland](#)

Jul 2025 – Mar 2026

*Global customer experience company; role ended when Everise closed its Ireland operations.*

- Supported Humana Pharma clients in the U.S. with prescription and healthcare benefit queries.
- Provided clear, compliant communication under HIPAA guidelines.
- Resolved ~40 calls/day using internal ticketing and CRM systems, maintaining 87–93% quality scores across all customer metrics.

### Producer & Communications Lead | [A Brief Experience in Cork – Independent Film Project](#)

2024

- Managed end-to-end project coordination: cast 30+ actors, handled multi-partner logistics, and led all public-facing communications.
- Secured 6 local sponsors and managed project budget allocation.
- Developed and executed a digital campaign resulting in 1,230 unique website visitors and 296 video views.
- Organised a successful premiere event for 60 attendees.

### Relocation to Ireland — English Studies & Customer-Facing Roles | [Cork, Ireland](#)

2021 – 2024

*Relocated permanently to Ireland; reached full professional proficiency in English while working customer-facing roles in retail and hospitality (Next, Counihan's, Shake Dog).*

### **Communications Consultant (Contract) | BH Airport, Brazil**

Jul 2018 – Aug 2021

*Award-winning international airport serving over 30,000 passengers daily, with 300 direct employees and 15,000+ jobs linked to its ecosystem.*

- Acted as liaison between communications, HR, and operations departments to align messaging across a large-scale operational environment.
- Produced internal operational bulletins, safety communications, and HR reporting across a complex multi-department structure.
- Produced 100+ editions of corporate publications and 50+ corporate videos; coordinated photo, video and layout production and managed junior team members.
- Built and maintained media relationships and supported crisis communications.

### **Marketing & Communications Assistant | MSL Group (Publicis Groupe), Brazil**

Nov 2014 – Oct 2016

- Managed communications for clients including Samsung, ABCR, and Inframérica Airports.
- Produced media reports, benchmarking analyses, and brand performance data for Samsung Corporate Affairs.
- Coordinated LATAM media monitoring and executive insights reporting.

### **Marketing & Communications Executive | Viva o Centro (NGO), Brazil**

Apr 2012 – Jan 2014

- Promoted from intern to lead communications for NGO focused on São Paulo city centre development.
- Coordinated 56 Local Action Groups and organised over 12 public events, including forums with urban planning officials.
- Developed and launched the organisation's digital presence and social media strategy.

### **Communications Intern | CETESB – São Paulo Environmental Agency, Brazil**

Apr 2011 – Apr 2012

- Selected via public exam to join the press office of São Paulo's leading environmental agency.
- Drafted official statements, media briefings, and internal reports for high-profile cases.

## **TECHNOLOGY & INDEPENDENT PROJECTS**

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Built independently using AI tools, cloud platforms, and modern web technologies:

- Dine With Me (dinecompetitions.com) – Gamified social platform for home-cooked dinner competitions. Built with full web infrastructure including backend, frontend and domain management.
- Media Training AI (mediatraining.ai) – AI-powered media training platform.
- Liveloop (liveloop.space) – Social platform where every post is an interactive mini-app; launched with the “Stop Scrolling. Go Build Something.” TikTok video campaign, produced entirely with AI.
- Signed With Faith (signedwithfaith.ie) – Verification platform for mass cards.

## **SELECTED FREELANCE PROJECTS**

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- Authored and published the book 'Let's Get Together' (2024) – executed SEO strategy resulting in 39 sales and 106 average monthly page views.
- Brazilian Cooking Classes (2023) – designed digital campaigns generating 174 qualified leads through optimised landing pages.
- Localiza (2021) – authored an Aberje award-winning proposal focused on Diversity & Inclusion.
- CNH Industrial, Gerdau, Araujo – communications strategy, digital reports, and ESG campaigns for major Brazilian corporations.

## **TOOLS & TECHNOLOGY**

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- Data & Analytics: Google Analytics, Website Analytics, SEO tools, campaign performance reporting

- Digital Infrastructure: AWS, GitHub, Vercel, WordPress, Elementor, HTML/CSS
- Advertising Platforms: Google Ads, Meta Ads, LinkedIn Ads, Amazon Ads
- Project & Content Management: Notion, HubSpot, Hootsuite, Mailchimp, Canva
- Creative: Adobe Photoshop, InDesign, CapCut Video Editor, Audacity
- AI Tools: Claude, ChatGPT, Claude Code, prompt engineering, AI image & video generation

## EDUCATION

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**English Language Studies (Advanced)** | [University College Cork \(UCC\), Ireland](#) *Mar 2026 – Present*

**Master in Business Administration (MBA) – Marketing** | [Business School São Paulo, Brazil](#) *Jun 2014 – Dec 2015*

**BA (Hons) in Communication Studies (Journalism)** | [Universidade Paulista, Brazil](#) *Jan 2010 – Dec 2013*

## LANGUAGES

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- Portuguese – Native
- English – Full Professional Proficiency
- Spanish – Basic