



cássius carvalho

full-stack freelancer / consultant

MY CORE WORKING PRINCIPLE:

for 4 years, i did everything i could to be more efficient, in that time, i learned that being effective matters most. and that neither one can serve as a replacement for self-awareness and personal fulfillment. they're all complimentary.

WORK EXPERIENCE

full-stack freelancer / consultant

SÃO PAULO, BRAZIL - JANUARY 2019 - ONGOING

i help high-impact individuals design tools and systems that increase their awareness, effectiveness, efficiency and fulfillment.

my working format is highly individualized. i can only help someone yield the highest leverage results if i understand their beliefs, vision and goals very clearly.

executive assistant / marketing lead

HIGH STAKES ACADEMY

SÃO PAULO, BRAZIL - JUNE 2018 - OCTOBER 2018

split my time managing their social media, paid acquisition, content marketing/ copywriting and being an executive assistant to goffi, hsa's founder/ceo and former n°1 brazilian poker player.

advertising operations manager

METADATA.IO

SAN FRANCISCO, CA - DECEMBER 2017 - JUNE 2018

managed over \$4 million on advertising spend on social media channels, for ~20 B2B companies. managed and trained a 3-person team that created ads, ran and optimized them.

sales development / customer success representative

METADATA.IO

SAN FRANCISCO, CA - JUNE 2017 - DECEMBER 2017

split my time between the two roles, learning and working to meet KPIs.

EDUCATIONAL INFO

2017 - praxis

12-MONTH STARTUP APPRENTICESHIP & PROFESSIONAL DEVELOPMENT PROGRAM

- first brazilian participant accepted into the program, at 17 years old. the average participant age is 21.

- the program has a 5-12% acceptance rate among americans and 96% graduate hiring ratio at the end of the 12 months, with an average yearly salary of \$50k.

2014-2016 - university of campinas (UNICAMP)

ASSOCIATE DEGREE IN QUALITY MANAGEMENT

after getting this degree, i decided to pursue a self-directed education instead of attending college

TECHNICAL SKILLS:

- self-management systems
- operations & tech tools
- customer success
- copywriting
- marketing automation
- website development
- english / portuguese fluency

"META" SKILLS:

- systems thinking
- learning agility
- mental models
- contextual awareness

LET'S CHAT:

cassius.carv@gmail.com

cassiuscarvalho.com

twitter: @cassiuscarv

SELF-DIRECTED EDUCATION:

i consider self-directed education much more important than formal schooling. i've done several courses and studied topics in-depth on my own.

2019 - studies on blockchain, integral theory, mental models, business management, knowledge management systems, analytic psychology and western philosophy

2018 - vipassana retreat, 10-day silent meditation course

2016 - moving up, 3-month intensive self-development & lifestyle design program