

## **Luiz Augusto (Guto) Penteado**

Address: 1619 Forest Drive Saskatoon, SK S7N 3G7 Canada

Home Phone: (306) 242-2746 Cell: (306) 717-6674

E-mail address: canacanadian@hotmail.com

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### ▪ **Summary**

My experience highlights include an extensive leadership, advertising and marketing background and the opportunities to create a wide range of advertising pieces and to direct numerous ad campaigns.

I am recognized as a problem solver with the ability to create and implement innovative marketing strategies and communication plans. Not willing to accept the ordinary, I am always seeking new perspectives and challenges in a progressive organization with a positive and exciting environment.

### ▪ **Education**

Bachelor's Degree: *Advertising and Social Communications*

1986 - 1990 - FIAM - Faculdades Integradas Alcantara Machado - Sao Paulo, SP - Brazil

writing | graphic designing | accounting | statistics | communications strategy | publicity | market research | marketing | ad campaign planning | public relations | advertising ethics and legislation | project coordination | media selection & placement | consumer behavior and psychology | TV, radio, cinema and graphic production

### ▪ **Languages**

- English: fluent - listening, speaking, reading and writing
- Portuguese: native - listening, speaking, reading and writing
- Spanish: intermediate - listening and reading

### ▪ **Additional Courses**

1985 - 1986: Business Administration - Faculdades Integradas de Guarulhos, SP - Brazil

1990 - 1991: English- ESE - English School - London, England - UK

1997 - 1998: Web Design and Computer Programs Course - Norton Informatica - Amambai, MS Brazil

2000: Communicative Methodology - North American Cultural Institute - Sao Paulo, SP - Brazil

2000: Marketing 1 to 1 and Business Efficiency - SEBRAE - Amambai, MS - Brazil

2002: It's Good Business - STEC - Saskatchewan Tourism Education Council - Saskatoon, SK Canada

▪ **Working Experience:**



**COMMUNICATIONS MANAGER**

**2006 - 2016 - PM&P - Prairie Machine & Parts MFG. Partnership**

3311 Millar Avenue Saskatoon, SK S7K 5Y5 Phone: (306) 933 - 4812 Website: pmparts.com

President: Mr. Murray Popplewell

Prairie Machine & Parts is a Canadian company internationally recognized as a leading manufacturer of heavy industrial machinery and machine components for the mining industry worldwide.

Some of PM&P’s clients are Cameco, Potash Corp, Agrium, SaskPower and others.

At PM&P, I was in charge of company image, communications, marketing strategies, ad campaigns, promotional material, website development and all tasks related to the communication field as outlined below.

**Advertising:**

Creation of all corporate and product media, ad campaigns including magazine, newspaper, flyers and brochures. Development of corporate and products image, logos and slogans.

**Marketing/Promotional Material:**

Development of communication and marketing strategies to increase product sales and expand the company’s presence in the global mining sector. Development and maintenance of the company’s website. Design of promotional material for customers and trade shows. Development of animated and slide presentations for the company sales team and production of promotional videos. Creation and design of equipment signage and operation manuals.

**Internal Communications:**

Editing and publishing of the company newsletter and employee handbook. Design of internal communication signs, posters, stationary and annual year-end staff party promotional material.

**Media Relations:**

Press release writing, quotation and media buying to all media sectors such as newspapers, magazines, video production companies, radio, TV, print shops and others.

## **COMMUNICATIONS MANAGER**

### **2006 - 2016 - Rae-Dawn Arabians**

Box 5A, RR#5 Saskatoon, SK S7K 3J8 Phone: (306) 373-6346 Website: rdarabians.com

Owner: Mr. Murray Popplewell

I was in charge of all Arabian show horse promotions, including advertising in American and Canadian magazines, Arabian horses regional newsletters, specialized websites, regional and national Arabian horses directories and other publications. Video production, editing and distribution of horses and farm movies and sales video clips. Design of logos, stationary, promotional material and displays for exhibition booths. Development and maintenance of the company's website and social media pages.

## **GRAPHIC DESIGNER | DESKTOP PUBLISHER**

### **2006 - Page One Digital**

622A Circle Drive East Saskatoon, SK S7K 0T9 Phone: (306) 244-8085

Supervisor: Mr. Cam Smith / Ms. Carmem Campbell

I developed practical experience in the Canadian print and press industry at Page One where I worked as a graphic designer and desktop publisher.

## **ADVERTISING AND MARKETING CONSULTANT**

### **2003 - 2006 - B.C. Consulting Services**

1020 - 8th Street E. Saskatoon, SK S7H 0R9 Phone: (306) 241 - 2117 and 651 - 7112

Principal: Mr. Tom Porter

I wrote and designed advertising pieces for the following clients: Bogend Broadband high speed Internet, Maple Leaf Foods, Pitch Rippers Soccer Club, STEP - Saskatchewan Trade and Export Partnership, City of Saskatoon, and University of Saskatchewan - ranging from displays, brochures, flyers, and t-shirts to economic assessment reports, newspaper ads, and radio spots.

## **ADVERTISING AND MARKETING EXECUTIVE DIRECTOR**

### **1998 - 2002 - Lojas Veneza Furniture, Household Goods, and Appliances Retail Chain**

Head Office: Av. Pedro Manvailer, 595 Amambai - MS - Brazil Phone: 55 (67) 3481-1324

President: Mr. Jandir Guerra

During five years as the Advertising and Marketing Director, I was in charge of company image, marketing, public relations, ad campaigns, store facade and interior product display, and all tasks related to the corporate communications for and among the six Brazilian company stores as outlined below.

#### **Marketing:**

Involved in company annual growth planning and applied marketing strategies to increase sales and customer loyalty. Implemented marketing strategies that resulted in 20% sales increase (during five years) in a very competitive market. Research for potential locations to establish new stores. Product pricing supervision; sales promotions; creation and supervision of contests and other marketing strategies implemented to meet a high standard of service quality and consumer satisfaction.

**Advertising:**

Creation and approval of all company media and ad campaigns including TV, radio, billboard, magazine, newspaper, flyers and brochures. Creation and development of the company corporate image. Development and maintenance of company's website.

**Sales Training/Human Resources:**

Creation of sales and bonus motivation programs for store managers and sales personnel. Sales and customer relations training programs; annual staff conference, rewards and benefits program; editing and publishing of company newsletter and training course brochures.

**ENGLISH TEACHER & MARKETING CONSULTANT**

**2000 - 2002 - CNA - Centro de Cultura Norte Americano** - English & Spanish School of Languages  
Rua Antônio Pereira dos Santos, 1181 Amambai - MS CEP: 79990-000 Brazil

Phone: 55 (67) 3481-1582 Website: [www.cna.com.br/amambai](http://www.cna.com.br/amambai)

Owners: Mrs. Adriana Dantas & Mrs. Cynthia P. Escobar

**ENTREPRENEUR**

**1995 - 1998 – Kanata Kennel, Pet Shop & Security Company**

**1993 - 1999 – Gula Gula Bar & Fast Food Restaurant**

**1991 - 1994 – CCAA - Centro de Cultura Anglo-Americana**

From 1991 to 1998, I owned and operated these three successful companies in Amambai, MS – Brazil.

**ENGLISH TRANSLATOR**

**1991 - 2002 – Free-Lancer** - Amambai - MS Brazil

**WRITER**

**1987 - 1990 – DPC – Multinews - Dudu Pacheco Assessoria de Imprensa**

Rua Manuel Guedes, 264 - anexo 1 Itaim Bibi - Cep: 04536-070 São Paulo-SP Brazil

Phones: (11) 3168 4034 - (11) 3079 9166 Website: [www.dudupacheco.com](http://www.dudupacheco.com)

President: Mrs. Dulcinéia (Dudu) Romero Pacheco

**JUNIOR WRITER**

**1987 - Denison Propaganda S.A. – Ad Agency**

Av. Brigadeiro Luis Antonio, 1524 - Sao Paulo, SP - Brazil

**PRESS CABINET ASSISTANT**

**1986 - State of Sao Paulo - Member of Congress Mr. Jose Gregori\***

Assembleia Legislativa do Estado de Sao Paulo - Palacio 9 de Julho – Brazil

**\* Mr. Jose Gregori**

2000-2002 – Brazil's Minister of Justice

1998-99 - Brazil's Secretary of State for Human Rights

1998 - United Nations Human Rights Prize holder along with Jimmy Carter, former President of the U.S.A

2002-2003 - Brazilian Ambassador to Portugal

2007- Present - Current President of the Sao Paulo City Human Rights Commission.

Address: Pátio do Colégio, 5 Sao Paulo-SP Brazil Phone: 55 (11) 3106-0030

## ▪ **Computer Skills**

I have several years of experience working with a variety of computer programs and applications which allow me to perform tasks ranging from graphic & website design, animations, copy writing, desktop publishing to movie production and editing.

The following programs, applications, social media and web browsers are currently used by me on a daily basis: Adobe Photoshop, Macromedia Dreamweaver, Macromedia Flash, Adobe Illustrator, CorelDraw, Adobe Acrobat Professional, Macromedia Fireworks, Apple Final Cut Pro, Microsoft Word, Quark Xpress, Power Point, Quick Time Player, Windows Media Player, MSN-Windows Live Messenger, Skype, Facebook, Twitter, Pinterest, You Tube, Vimeo, Google Plus, LinkedIn, Instagram, Mozilla Thunderbird, Microsoft Outlook Express, Internet Explorer, Mozilla FireFox, Safari, Google Chrome Netscape and others.

## ▪ **Other Skills**

I have taken on various activities which were developed through my ability and potential for creative work. My leadership skills and well organized manner helped me to promote several types of entertainment events such as school camps, tourist excursions, food and beverage festivals, musical concerts, and cultural events. I have also written political satire and travel articles for newspapers in Brazil and have published monthly newsletters for Brazilian associations and unions. I have coordinated political campaigns in Brazil, and I have worked as a language translator.

## ▪ **Travel Experience**

Whether for business, studies or pleasure, I have an extensive international travel experience. Through these several trips overseas, I have acquired cultural, geographical and professional knowledge of various countries & people. I have developed a strong sense of diplomacy and adaptability to new places and environments. I recognize and I'm sensitive to cultural differences.

## ▪ **Community Service**

### **ROTARY INTERNATIONAL**

Website: [www.rotary.org](http://www.rotary.org)

I served as a member and president for the Rotary Club of Amambai-MS, district 4470 of the Rotary International since 1997, where I developed important social services for the local community. As a "Matching Grants" international projects coordinator, I planned and developed several projects for deprived communities. This brought to them benefits such as ambulances, buses, vans, computers, and other equipment worth over US\$ 200,000.00 in financial investments made by the Rotary Foundation. In 1998, I was selected by Rotary as the GSE - Group Study Exchange team leader in Mumbai, India. There I guided a group of professional people, organized and planned its studies, research and social work for Mumbai's community during the forty day excursion.

**PPS - Partido Popular Socialista**

Amambai - MS, Brazil Website: [www.pps.org.br](http://www.pps.org.br)

1999/2000: Co-founder and member of the board of directors for the PPS - Socialist Popular Party.

**BRASA - Brazilian Association of Saskatoon**

Website: [www.brasask.ca](http://www.brasask.ca)

2007-2010 - Co-founder of Brasa - Brazilian Association of Saskatoon, member of its board of directors and Communications Coordinator.

• *Guto's portfolio is available online at [canacadian.com](http://canacadian.com)*

▪ **Personal References:**

**John William Harris**

Senior Technical Sales Representative – Thermo Fisher Scientific / Dionex Canada Ltd.

Greater Toronto, Central Ontario & Saskatchewan

Mobile Direct: 1-905-330-3209 E-mail: [john.harris@thermofisher.com](mailto:john.harris@thermofisher.com)

Website: [www.thermofisher.com](http://www.thermofisher.com)

**Karsten Liber, Ph.D.**

Director & Professor, Toxicology Centre - University of Saskatchewan

44 Campus Drive Saskatoon, SK S7N 5B3

Tel: (306) 966-7441 | Fax: (306) 931-1664 E-mail: [karsten.liber@usask.ca](mailto:karsten.liber@usask.ca)

Website: [www.usask.ca/toxicology](http://www.usask.ca/toxicology)

**Renato de Freitas**

Director, Soil Science Analytical Laboratory - Soil Science Department - University of Saskatchewan

Office: 5D22 - 51 Campus Drive Saskatoon, SK

Phone: (306) 966-6869 E-mail: [renato.defreitas@usask.ca](mailto:renato.defreitas@usask.ca)

**Tom Porter**

Research Facilitator (NSERC) - University of Saskatchewan – Saskatoon, SK

Cell phone: (306) 241-2117 E-mail: [tom.porter@usask.ca](mailto:tom.porter@usask.ca)

**John Jay Gronsdahl**

President - C&C Industries

1-820E 51st Street East Saskatoon, SK S7K 0X8

phone: (306) 664 – 0004 | cell phone:(306) 230 - 2127