

# Mateus Schoffen

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[LinkedIn](#) | [Portfolio](#)

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## Professional Summary

I am a detail-oriented Project Manager, IT Specialist, SEO Expert, and University Professor with over a decade of experience in technology, project management, digital marketing, and teaching. I hold a Master's degree in Computational Modeling and specialize in programming, machine learning, artificial intelligence, and business process improvement. My passion lies in applying my technical and leadership skills to create innovative solutions and guide teams to success. As the founder of BooPixel, I also bring a creative approach to brand strategy, SEO, and digital marketing.

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## Core Skills

- **Technical Skills:** Python, C#, JavaScript, MySQL, Git, Data Analysis (Pandas, Scikit-learn), Business Intelligence, Microsoft Access, SDLC, REST APIs, Agile (Scrum), Jira
  - **Digital Marketing:** SEO, Growth-Driven Design, Google Ads, Meta Ads, Google Analytics, Social Media Management, Content Marketing
  - **Languages:** English (Fluent), Portuguese (Native), French (Basic), Spanish (Limited)
  - **Certifications:**
    - SEO
    - Growth-Driven Design
    - Fundamentals of Digital Marketing
    - Scrum Foundation Professional Certificate (CertiProf International)
    - DLI Certificate - Fundamentals of Deep Learning for Computer Vision (NVIDIA)
    - White Belt - Six Sigma
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## Professional Experience

### University Professor

*Centro Educacional Unintese* – Montreal, Quebec, Canada

*June 2024 – Present*

- Teach courses on topics including Analysis of Algorithms, Data Structures, and Programming Paradigms.
- Develop course materials to deliver high-quality, interactive education for computer science students.

## **IT Support Technician**

*ILSC Education Group – Montreal, Quebec, Canada*

*October 2023 – May 2024*

- Provided comprehensive technical support, resolving software and hardware issues across departments.
- Ensured smooth operation of network infrastructure, contributing to a productive learning environment.
- Played a pivotal role in improving system performance through regular maintenance and troubleshooting.

## **Founder & Marketing Project Manager**

*BooPixel – Rio Grande do Sul, Brazil*

*January 2019 – Present*

- Developed website projects and SEO strategies for clients, resulting in significant organic traffic growth.
- Managed paid advertising campaigns and social media content, contributing to business expansion.
- Collaborated on lead generation and customer retention strategies using data-driven insights.

## **Project Manager & Scrum Master**

*iTec/FURG Embrapii – Robotic Systems and Automation – Rio Grande, Brazil*

*November 2021 – May 2024*

- Led cross-functional teams to implement innovative projects worth up to 1.7 million reais.
- Utilized Agile methodologies (Scrum) to deliver projects within tight timelines of 6-22 months.
- Collaborated with business intelligence analysts to enhance internal system performance.

## **Python Developer Jr**

*NL Informática – Brazil*

*March 2021 – October 2021*

- Improved ERP system performance, boosting data accuracy by 20%.
- Led efforts in bug handling, reducing response time by 40%, enhancing user satisfaction.

## **IT Support Coordinator**

*Guarani das Missões City Hall – Guarani das Missões, Brazil*

*April 2016 – August 2019*

- Managed the IT department, providing support to schools, health centers, and government buildings.
  - Led system implementation, hardware maintenance, and team management efforts.
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## Education

- **Master's Degree in Computational Modeling**  
*Federal University of Rio Grande (FURG) – August 2019 – June 2022*
  - **Digital Marketing Specialist**  
*Greystone College – June 2023 – October 2024*
  - **Bachelor's Degree in Information Systems**  
*Universidade Regional Integrada do Alto Uruguai e das Missões (URI) – March 2011 – August 2017*
  - **Computer Technician**  
*Universidade Regional Integrada do Alto Uruguai e das Missões (URI) – 2008 – 2010*
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## Awards & Honors

- **Hackathon Winner** – TogetherVsVirus
  - **Community Recognition** – Greystone College
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## Additional Information

- Available for project management, IT support, SEO strategy, and teaching roles.
  - Passionate about innovation, problem-solving, and creating digital solutions that drive results.
  - More information and portfolio: [mateusschoffen.com](https://mateusschoffen.com)
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*\* References available upon request.*