

LIVIA DE MORAIS LEAL

509-1566 Trossacks Avenue, London - ON
(519) 731-2334

livialeallml@gmail.com
<https://www.linkedin.com/in/ingleslivialeal>

HIGHLIGHTS OF QUALIFICATIONS

- Passionate about creating content on social media (@livialeal.ingles) to engage followers and convert sales
- Strong ability to design and edit images, photos and videos for social media and digital marketing campaigns
- Proven computer skills with good knowledge of Adobe Creative Suite, Word Press, HMTL or CSS, and Google Suite
- Able to work with Search Engine Optimization, Google Analytics, copywriting, and storytelling
- Excellent interpersonal and communication skills, with proven ability to speak and write in English and Portuguese
- Outstanding multi-tasking skills, being able to thrive in a dynamic, fast-paced, multicultural working environment
- Committed, responsible, dependable, organized, and able to work independently or in teams
- Motivated, willing and fast learner who takes the initiative to learn new information and develop skills

EDUCATION

Graduate Certificate in Digital Communication Management

Fanshawe College, London - ON

AUG 2022 - PRESENT

Bachelor Degree in Language and Literature - English

Estacio de Sa University, Rio de Janeiro - RJ / Brazil

AUG 2016 - DEC 2020

Aviation English Proficiency Rater's Diploma

Mayflower College, Plymouth / England

OUT 2011

TESL Certificate

Mayflower College, Plymouth / England

NOV 2011

Air Traffic Control Certificate

School of Air Force Specialists, Guratingueta - SP / Brazil

JAN 2007 - NOV 2009

PROFESSIONAL EXPERIENCE

Digital Strategist and Content Creator

Leal Pereira Online ESL Course, Recife - PE / Brazil

AUG 2019 - PRESENT

- Develops, posts and updates social media platforms to engage followers through a variety of approaches
- Created the company website (www.livialeal.com)
- Monitors metrics associated with return on engagement of the page and the website and SEO
- Creates editorial calendars for social media to enforce a better marketing strategy and page engagement
- Writes video scripts, copy and creates advertisements to promote the page and digital products
- Creates, designs and edits images, photos and videos for social media

Online Course Developer and Manager

Leal Pereira Online ESL Course, Recife - PE / Brazil

AUG 2019 - PRESENT

- Developed an Online English Course for beginners, intermediate and advanced students (www.livialeal.com)
- Recorded more than 200 video classes and designed more than 1000 different activities to enhance the learning engagement of students
- Manages more than 700 active online students
- Responds to emails, answers questions, and provides support services to students' learning needs

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PROFESSIONAL EXPERIENCE (CONTINUED)

CEO and founder

AUG 2019 - PRESENT

Leal Pereira Online ESL Course, Recife - PE / Brazil

- Created an Online ESL Teaching company and developed the products and services the company has to offer
- Managed 5 product launches that resulted in more than 700 active students
- Runs the company by taking decisions to establish it in the market and ensure its growth
- Ensures that the company follows its mission and vision

ESL Instructor

AUG 2019 - PRESENT

Leal Pereira Online ESL Course, Recife - PE / Brazil

- Helps ESL students to learn English with engaging activities using the communicative approach
- Plans lessons and prepares and designed task based activities to enhance learning and students engagement
- Keeps record, monitors and writes reports regarding lessons and students progress
- Provides meaningful feedback to help students improve their needs

Aviation English Instructor

MAI 2010 - JUL 2022

DECEA - Department of Airspace Control, Air Force, Manaus & Recife/Brazil

- Taught Aviation English for air traffic controllers and pilots helping them to increase their level of English proficiency and, consequently, increasing the safety level of the Brazilian airspace
- Trained new Aviation English Teachers to help air traffic controllers to improve their communication skills
- Developed an Aviation English course for the Brazilian air traffic controllers, increasing the approval rate on the International Civil Aviation Organization English Proficiency Exam from 30% to 55%
- Worked as an Aviation English Proficiency Rater assessing air traffic controllers throughout the Brazilian territory

Military Air Traffic Controller and Instructor

JAN 2007 - JUL 2022

DECEA - Department of Airspace Control, Air Force, Manaus & Recife/Brazil

- Coordinated the movement of aircraft flying in the Brazilian airspace to maintain the safety
- Worked as an ATCo supervisor managing the teams during the shifts at the control tower
- Trained new air traffic controllers to obtain their certifications
- Received from the Brazilian Air Force an award for 10 years of Good Service as an air traffic controller

OTHER EXPERIENCE

Graduated with Honors - Bachelor Degree in Language and Literature

AUG 2005 - JUN 2006

Estacio de Sa University, Rio de Janeiro - RJ / Brazil

Education Volunteer

FEB 2010 - DEZ 2010

Fernando Mota Public School, Recife -PE / Brazil

Member of the Graduation Committee

JAN 2007 - NOV 2007

School of Air Force Specialists, Guaratingueta - SP / Brazil

Graduated with Honors - High School

AUG 2005 - JUN 2006

Caravel Academy, Bear - DE/United States of America