

JOÃO PAULO (J.P.) O'CONNOR FRANÇA

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LinkedIn: <http://www.linkedin.com/in/joaopaulofranca> | Portfolio: www.mediaconsultant.ie

MARKETING & COMMUNICATION SPECIALIST | BRAND & CONTENT STRATEGIST | MEDIA & COMMUNITY RELATIONS

Multilingual Communications and Content Strategist with over 8 years of experience designing and delivering integrated communications across corporate, public, and nonprofit sectors. Adept at aligning internal and external messaging, managing media relations, and developing high-impact campaigns for brand visibility, employee engagement, and public trust. Skilled in stakeholder communication, storytelling, and multimedia content creation. Currently seeking to bring strategic value to mission-driven organisations or international businesses operating in cross-cultural environments. Fully eligible to work in Ireland and open to remote/hybrid roles across the EU.

AREAS OF EXPERTISE / CORE SKILLS

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- Strategic Communication (Internal & External)
 - Corporate Communications
 - Media & Press Relations
 - Content Strategy & Storytelling
 - Community & Stakeholder Engagement
 - Multichannel Campaign Development
 - Social Media Management
 - Email Marketing
 - Event Planning & Public Engagement
 - Multichannel Content Creation (Online & Offline)
 - Reporting & Performance Analysis
 - B2B & B2C Communication Projects
 - WordPress, Mailchimp, HubSpot
 - Basic HTML/CSS, Google Analytics
 - Project Management (Notion, Canva, Hootsuite)

TOOLS

Tech Skills: Google Ads, Amazon Ads, Meta Ads, LinkedIn Ads, Snapchat Ads, Mailchimp, WordPress, LinkedIn Ads, GitHub, Vercel, AWS (Amazon Web Services), Search Engine Optimization (SEO), HTML/CSS, Website Analytics, Canva, Cap Cut Video Editor, Vibe Coding, Google Analytics, Elementor, Hootsuite, Notion, HubSpot, Audacity and Adobe Photoshop and InDesign.

EMPLOYMENT HISTORY

Customer Service Representative (Remote) | Everise, Ireland | Jul 2025 – Present

(Global customer experience company focused on healthcare support)

- Support Humana Pharma clients in the U.S. with queries about prescriptions and healthcare benefits.
- Provide clear, compliant communication under HIPAA guidelines.
- Resolve customer concerns using internal ticketing and CRM tools.

Dine With Me

During this period I also created a platform to create experiences, similar to Airbnb, where people can find friends to participate in dine competitions. <https://dinewithme.org/>

Producer & Communications Lead | A Brief Experience in Cork | Ireland, 2024

(Independent Film Project – Strategic Communication & Event Production)

- Co-produced a short film aimed at showcasing local life and immigrant perspectives in Cork, serving both as a creative expression and a strategic portfolio asset.
- Led the end-to-end communication strategy: cast over 30 actors through partnerships with local universities, managed selection processes, and handled all public-facing messaging.
- Drafted and distributed press releases to local Cork media outlets, boosting awareness and visibility for the premiere.
- Secured 6 local sponsors to support the project's production and screening.
- Developed and executed an organic promotional campaign, resulting in 1,230 unique website visitors and 296 video views across social media.

- Designed and launched the film's website, created promotional banners and materials, and organised a successful premiere event for 60 attendees in Cork. ([Official Trailer](#))

International Exchange Program | Ireland | Nov 2021 – 2024

I embarked on a solo journey through multiple countries to immerse myself in different cultures and expand my global perspective. While studying part-time in Ireland to improve my English, I also worked in customer-facing roles to enhance my communication skills and gain a deeper understanding of the local culture.

- Sales Assistant at Next Retail (2023 - 2024)
- Bartender at Coughlan's (Apr/2022 - May/2023)
- Waiter at Shake Dog (Nov/2021 - Mar/2022)

Communications Consultant (contract) | BH Airport, Brazil | Jul 2018 – Aug 2021

(Award-winning international airport and key aviation hub in Brazil, serving over 30,000 passengers daily, with 300 direct employees and more than 15,000 jobs linked to its commercial ecosystem.)

- Produced internal magazines, newsletters, videos, press, and daily bulletins on operations, HR, and safety communications.
- Acted as liaison between comms, HR, and operations to align messaging across teams.
- Created strategic content for internal campaigns, social media, and press support.
- Built media relationships and coordinated internal communications strategies.
- Managed visual production (photo, video, layout) and mentored junior team members.

Marketing & Communications Assistant | MSL Group / Brazil | Nov 2014 – Oct 2016

(One of the world's largest PR and communications networks, part of Publicis Groupe.)

- Managed comms for clients such as Samsung, ABCR, and Inframérica Airports.
- Supported Samsung's Corporate Affairs with media reports, benchmarking, and brand analysis.
- Created press kits, pitched stories, and handled sensitive media cases.
- Coordinated LATAM media monitoring and executive insights.
- Delivered social media reports and newsletters for ABCR's digital strategy.
- Monitored press for Inframérica's airport operations and analysed media coverage.

Marketing & Communications Executive / Viva o Centro / Brazil | Apr 2012 – Jan 2014

(NGO focused on public space improvement, cultural engagement, and city center development.)

- Promoted from intern to lead comms for NGO focused on São Paulo's city centre revitalisation.
- Developed the NGO's online presence, social media strategy, and digital content.
- Launched new website and established social media presence with content and outreach strategy.
- Created newsletters, flyers, videos, and campaigns to boost engagement and visibility.
- Organised over 12 public events, including forums with urban planning officials.
- Coordinated 56 Local Action Groups to drive civic participation.

Communications Intern / CETESB | Brazil | Apr 2011 – Apr 2012

(Government agency responsible for environmental quality control, inspection, and licensing of polluting activities.)

- Selected via public exam to join São Paulo's top environmental agency's press office.
- Liaised with the media during environmental crises and drafted press materials.
- Drafted official statements and briefings for high-profile cases.
- Covered events and produced internal articles and photography.
- Created internal content and media kits to support public transparency.

FREELANCER - PROJECTS HIGHLIGHTS (BRAZIL & IRELAND)

Provided strategic communication services as a registered sole trader, supporting companies and organisations across corporate, B2B, B2C, and social impact sectors.

2025

Dine With Me: Currently developing Dine With Me, a gamified social platform for organising home-cooked dinner competitions. Participants can rate each other's meals on taste, presentation, and creativity, etc. (<http://dinewithme.ie>)

DWM Press: Developed a platform for DWM for users to confirm whether a mass card is genuine (<https://www.signedwithfaith.ie>)

2024

Let's Get Together: Authored and published the Book "Let's Get Together". Developed and executed an organic marketing strategy that led to the sale of 39 copies and an average of 106 monthly page views through targeted SEO optimisation ([Amazon Link](#))

2023

Brazilian Cooking Classes: Supported a local Brazilian chef in Ireland by creating landing pages, flyers, and promotional materials for her cooking classes. I designed and executed high-converting digital campaigns that resulted in 174 qualified leads through optimised landing pages. The project is available at: braziliancuisine.ie

2021 – 2022

Worked as a freelance Communications Consultant for major Brazilian companies:

- **Localiza:** Authored an Aberje award-winning proposal focused on Diversity & Inclusion.
- **CNH Industrial:** Developed LinkedIn B2B growth strategies.
- **Gerdau:** Created digital reports showcasing the company's pandemic resilience.
- **Araujo:** Redesigned internal communications and launched ESG campaigns.
- **Silemg:** Revamped the newsletter for the Dairy Industry Union.

2018

As a PR Specialist at **Pub Comunica**, developed press strategies for:

- **Letti (B2C):** Strengthened brand presence for a dairy products company.
- **Tecnowise (B2B):** Promoted a vehicle simulator brand through targeted media outreach.

2017

Worked as a freelance Communications Consultant at **Casa Mais 360**, a pioneering virtual reality agency:

- Created content strategies and wrote for websites, newsletters, and branded landing pages.
- Edited Agro Bayer's newsletter, aligning technical language with audience expectations.
- Conceived and launched **Alegria Virtual**, a non-profit VR initiative bringing immersive experiences to patients in hospitals, nursing homes, and shelters (alegriavirtual.com.br)

LANGUAGES

- Portuguese (Native),
- English (Full Professional Proficiency)

EDUCATION

Master in Business Administration and Marketing, Level 9, Business School São Paulo, Brazil | Jun/2014 – Dez/2015

BA (Hons) in Communication Studies (Journalism), Level 8 | Universidade Paulista, Brazil | Jan/2010 – Dez/2013