JOÃO COELHO.

Systems implementation and automation

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Looking for roles in implementation, technical onboarding or automation operations.

SUMMARY

I spent years on the side that receives a new system in the middle of live operations. Now I work on the other side: I map the process with the team, connect the tools through APIs and stay with it until the system is used. I'm following a learning track for the technical side, starting with Python and SQL, and I apply it to the projects that are live.

EXPERIENCE

Partner · Mizē — Jun 2025 – present

film production company, São Paulo

- Main contact for brands such as Schutz, Daki, WhatsApp and Volkswagen: briefing, scope, schedule, approval rounds and delivery.
- Executive production from concept to delivery, including a Daki campaign with about 40 people on set.
- Mapped how the company really worked (Jun 2026) and rebuilt our Notion in July: CRM, project pipeline, editorial calendar and the client-service procedure our intern then ran on her own.
- Automated quotes, briefs and crew planning from the brief: about 15 AI agents by area, behind a single approval queue. A quote that took about an hour now takes around 10 minutes, and nothing irreversible goes out without a person's OK.
- Mizē Lab integrations: order, payment, contract and a WhatsApp notice to the client with no manual steps, live since November 2026.

Video producer and editor · Insider Store — Jun 2024 – Aug 2025

apparel-tech DTC brand

- Helped build the in-house video team and coordinated its day-to-day operations, with 5 to 6 editors including freelancers: weekly planning, rituals and reporting, alongside the team's technical lead.
- A 7-week capacity study (86 shoots, 147 edits) that set a sustainable load of up to 10 shoots and 30 edits a week and flagged the editing bottleneck.
- Set up the team's cadence: a weekly technical check with a time estimate per video, Monday shoot-and-edit planning and an async report tracking every piece by channel.
- Owned 3 of the team's 9 quarterly key results and built the schedule reviewed at the OKR meetings.
- Found that only 7% of edits reused existing footage (10 of 147) and ran a task force that turned archived material into 9 new briefs.

Communication strategist and visual producer · Silveiratech — Aug 2022 – Aug 2023

regeneration startup, Portugal

- Connected entrepreneurs, volunteers and partners and helped design the startup's community.
- Facilitated creativity and innovation workshops in Portugal and Belgium.
- Helped plan and run the communication strategy and wrote the company's English-language copy.
- Institutional videos, coverage of 20+ events and a documentary made with GAFF Visuals.

Communications, community and government relations — 2018 – 2022

Arcos Dorados, Radar Governamental, Sete, Mundos Possíveis, Sesh

- Government relations at Arcos Dorados (McDonald's) during Covid: tracked decrees in 290+ cities and helped draft the restaurant rules document with the São Paulo state government.
- Research and reporting at Radar Governamental for clients such as Uber and Itaú. Then content strategy and copywriting at Sete, Mundos Possíveis and Sesh.

LIVE PROJECTS

Honu

honuapp.com

Training, food and habits app with a voice assistant and AI-read meal photos. The person chooses what their nutritionist and coach see.

146 Playwright test scripts

Mizē Lab

lab.mizestudios.com

Website-ordering backend: from order to signed contract, with Pix (Brazil's instant payment) or card and a WhatsApp notice, with no manual steps.

30/30 outside access attempts blocked in the database test

Fichário Pokémon

fichario-pokemon-6d7.pages.dev

A 925-card storefront with market pricing and a dashboard that shows the owner where the interest is: funnel, heat map and the source of every visit.

5 WhatsApp orders in the first week (Nov 14–20, 2026)

TOOLS

Process and clients: Process discovery, Onboarding, Written procedures, Notion, ClickUp, Jira, Google Sheets

Integration and automation: REST APIs, Webhooks, n8n, Supabase, WhatsApp Cloud API, AI agents, Whisper

Learning: Python, SQL

EDUCATION

International Relations, ESPM · 2017 – 2020
B.A. with an emphasis in Marketing, São Paulo

LANGUAGES

Portuguese (native) · English (advanced) · Spanish (advanced) · German (basic)

Brazilian and Spanish (EU) citizen

Portfolio with screens and details: sistemas.joaocoelho.com.br/en