

Amaro da Luz

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EDUCATION

Stevens Institute of Technology
Bachelor of Engineering
Major in Computer Science;
GPA: 3.5

Hoboken, NJ
Expected May 2029

WORK EXPERIENCE

NAMIRA PAINTBALL (8-employee startup)

https://www.instagram.com/namira_paintball_cv/

Owner & Digital Marketing Manager

Praia, CV
Jun 2023 – Sep 2025

- Oversaw daily operations of the paintball facility, including staffing, scheduling, customer service, and event coordination.
- Implemented data-driven online marketing campaigns that doubled bookings in one month, expanding the customer base to ~120 monthly clients and significantly increasing revenue.
- Built and managed the company's digital presence, resulting in stronger brand visibility and community engagement. Reach and accounts engaged increased by 3,183% and 523%, respectively, in just a month.
- Created and promoted special events, tournaments, and group packages to attract new customers and retain loyal clients.
- Secured sponsorships from multiple local and regional partners to support events and promotions.
- Led the transition from marketing management role to full ownership, successfully scaling the business and ensuring long-term sustainability.

DESIGN TEAM

Blueprint | Stevens Institute of Technology

Project Team Member

Oct 2025

- Accepted into a highly competitive student organization that builds pro bono technical solutions for nonprofit partners.
- Collaborating with an advanced team of upper-class students on UX/UI and visual design initiatives.
- Contributing to a website redesign for **GenXL**, a youth-focused nonprofit.
- Leading design improvements for Blueprint's internal website.

PROJECTS

32mmstudios.com WEBSITE

Jul 2025

- Developed a production company website
- Built using HTML, CSS, JavaScript, and PHP. And hosted it on Hostinger.

DATA ANALYSIS PROJECT

Jun 2025

- Analyzed customer and sales data using spreadsheets and Tableau to identify seasonal trends at the company, Namira Paintball.
- Found peak demand in December, July, and February, enabling proactive restocking of materials and improved inventory management.

NAMIRA PAINTBALL WEBSITE

May 2025

- Designed and developed the company's website
- Built using HTML, CSS, and JavaScript. And hosted it on Hostinger, ensuring responsive design, functionality, and ongoing performance optimization.

SKILLS

- **Technical Skills:** Advanced in HTML/CSS, Python; Proficient in C, JavaScript, Figma, SQL, and R.
- **Languages:** Fluent in English, Portuguese, and Creole