RUI DINIZ

Creative Director | Brand Strategy | Digital Marketing | Artificial Intelligence

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Portfolio developing: https://rui-diniz-portfolio.dontspop.workers.dev

PROFESSIONAL SUMMARY

Creative professional, 24, with an MSc in Communication and Web Technologies, specialised in creative direction, brand strategy and AI-powered digital content production. I work in marketing at Motofil Group: positioning, social media strategy, a JavaScript landing page, corporate video and catalogues. I combine photography, video and design with automation (n8n, OpenAI) to deliver high-quality content faster and more consistently.

PROFESSIONAL EXPERIENCE

Motofil Group

Position: Marketing and Brand Communication — 2025 – Present

- Member of the Motofil Group marketing team, currently focused on the group brand ACN Cutting Systems.
- Defined brand positioning and strategy for ACN Cutting Systems in the industrial B2B sector.
- Designed and developed the ACN landing page in JavaScript (www.acncutting.com).
- Built the social media strategy from scratch (LinkedIn, Instagram, Facebook and YouTube), with an editorial calendar and scheduling.
- Planned paid LinkedIn and Instagram campaigns.
- Directed and produced the corporate video, product photography and product-line carousels.
- Editorial design of print catalogues and brochures in Adobe InDesign.

Independent projects — Consulting

Position: Automation and Artificial Intelligence Specialist — 2025 – Present

- Built AI-powered n8n workflows (OpenAI, GPT-4o) for personalised email outreach, data management and automated invoice reading (OCR).
- Created an automated social media content system for a professional football agency (API-Football + OpenAI).

Freelance

Position: Photographer and Videographer — 2022 – Present

- Photography and video for weddings, sports, concerts and branded content, from concept to shooting, editing and post-production (Premiere Pro, After Effects, Photoshop).

Stats Perform

Position: Sports Data Analyst (freelance) — 2025 – 2026

- Collected and analysed match data for sports statistics delivery.

US11 Football Management

Position: Curricular Internship (Master's) — 2024 – 2025

- Digital communication and process automation.

EDUCATION

MSc in Communication and Web Technologies — University of Aveiro, Portugal, 2023 – 2025

Erasmus Programme — Pontifical University of Salamanca, Spain, 2022 – 2023

BSc in Multimedia and Communication Technologies — University of Aveiro, Portugal, 2020 – 2023

ADDITIONAL TRAINING

AI to Power Your Company (session) — Portugal Blue Digital Hub, 2025

SKILLS

Creative Direction, Brand Strategy, Branding, Brand Positioning, Digital Marketing, Social Media Management, Content Production, Copywriting, Storytelling, Editorial Design, Graphic Design, UX/UI, Photography, Videography, Video Editing, Motion Graphics, Generative AI, Prompt Engineering, AI Agents, Process Automation.

TOOLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Figma, Metricool, n8n, OpenAI / ChatGPT, Claude, Runway, React, JavaScript, HTML, CSS, Python.

LANGUAGES

Portuguese — native · English — C2 (proficient) · Spanish — C1 (advanced) · German — A1 (basic)