

Contato

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www.linkedin.com/in/denise-rocha-consultora (LinkedIn)

Principais competências

Aconselhamento de carreira
Preparação para entrevistas
Entrevistas por competências

Languages

Português (Native or Bilingual)
Inglês (Professional Working)

Certifications

Comunicação Assertiva Para a Sua Voz Ser Ouvida
Employer Branding
English - Upper Intermediate
Officeless Leadership
People Analytics

Denise Rocha

Consultora de Carreira | Mentoria | Carreira em Tech | Análise de LinkedIn e Currículo | Preparação para Entrevistas
Berlim, Berlim, Alemanha

Resumo

Sou consultora de carreira, especializada no mercado de tecnologia e minha missão é ajudar você a se destacar nas entrevistas, otimizar seu LinkedIn e conquistar a carreira que deseja. Através de estratégias eficazes, garantindo que suas habilidades e conquistas sejam apresentadas com clareza e impacto.

Com mais de 10 anos de experiência em recrutamento, desenvolvi uma visão estratégica sobre o que realmente faz diferença na contratação de talentos. Atuei na expansão de equipes de Engenharia, Produto e Dados em grandes empresas de tecnologia, incluindo unicórnios brasileiros como Wildlife e VTEX.

Ao longo da minha trajetória, liderei equipes de recrutadores e trabalhei lado a lado com gestores na criação de processos de seleção eficazes e inclusivos. Minha experiência também inclui mapeamento de mercado, otimização da experiência da pessoa candidata e apresentação de KPIs de recrutamento para alta liderança (C-level).

Desde 2022, moro na Alemanha e atuo globalmente como consultora de carreira, ajudando profissionais a alcançarem o próximo nível em suas carreiras. Se você deseja se preparar para entrevistas, melhorar seu posicionamento no LinkedIn ou definir estratégias para sua recolocação, estou aqui para te guiar nesse processo.

Vamos juntos transformar sua carreira?

Contatos:

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Experiência

Ela | Carreira em Tech

Consultora de Carreira

junho de 2023 - Present (1 ano 10 meses)

Brasil

Ela nasce com um propósito claro: impulsionar a carreira de profissionais no mercado de tecnologia. Através de serviços personalizados, ajudamos você a se destacar e conquistar a carreira que deseja.

Para profissionais:

- * Preparação para Entrevista
- * Consultoria em LinkedIn
- * Análise de Currículo

Para empresas:

- * Recrutamento e Seleção
- * Workshops sobre Recrutamento e Seleção
- * Entrevistas por Competência

Fundação Estudar

Senior Technical Recruiter

junho de 2023 - Present (1 ano 10 meses)

Brasil

- Responsible for conducting cultural and behavioral fit interviews for the Tech Fellow Program selection process, ensuring the alignment of candidates with the program's values and requirements.

4intelligence

Senior Talent Acquisition Specialist

julho de 2023 - junho de 2024 (1 ano)

São Paulo, Brazil

4intelligence is an Augmented Analytics platform, code free and math free, combining automatic machine learning and alternative data to create fully customized and scalable business intelligence solutions. 4i enables organizations to use AI in business decision-making, leading to improved performance.

Afterverse

Talent Acquisition Manager

março de 2020 - fevereiro de 2023 (3 anos)

São Paulo, Brazil

- Management Talent Acquisition Team (4 Recruiters), focused on hiring for Engineering, Product and Data teams. Responsible for growing the company from 60 to around 240 people in 2021.
- Responsible for the conduction and development of the entire Recruiting Process - from creating the job ad, sourcing, screening, and interviewing to negotiating and closing the offer.
- Work collaboratively with the Hiring Managers across multiple departments to support the semester hiring plan and design the best recruitment strategies.
- Responsible for training the Hiring Managers about the entire hiring process, with the objective of keeping it standardized, inclusive and assertive.
- Management and presentation to the whole company (including C-levels) the main KPIs of the process: Offers Accepted, Offers Declined, Candidate Source, SLA, NPS (Candidate Experience) and others.
- Responsible for the definition of strategic goals of the department in line with business strategies.
- Development and application of a Survey to all candidates to measure the Candidate Experience and provide improvements if necessary.
- Support and management of the Internship Program.
- Design and implementation of the Referral Program.
- Proactive mapping of suitable IT professionals for future demands.
- Experience with ATS Greenhouse.
- Managing relationships with external recruitment agencies.

EMPLOYER BRANDING

- Management Employer Branding Team (2 Analysts).
- Responsible for the strategic management of the company's LinkedIn page, from building posts to monitoring KPIs.
- Responsible for YouTube, Glassdoor, Instagram and Careers Page Management.
- Responsible for the strategic management of the company's blog (medium.com/beyond-afterverse).
- Responsible for the strategy of holding meetups.
- Participation and sponsorship of events related to the technology and/or games industry.
- Relationship with Universities and initiatives for education.

VTEX

Senior Tech Recruiter | University Recruiting Lead
maio de 2019 - março de 2020 (11 meses)

Rio de Janeiro, Brasil

- Responsible for the entire recruitment and selection process for the Internship Program (Tech). From the design of the selection process, conducting interviews, scheduling interviews with managers, managing and participating in the final evaluation committee and presenting the proposal.
- Responsible for ensuring an efficient selection process that includes a pipeline and consequently a diverse and inclusive team of contractors.
- Design and implement the entire Internship Experience from the moment they are admitted to the Internship Program. From the admission process, Onboarding, Training, Integration Activities (external), Performance Evaluation and Effectiveness Process.
- Responsible for all support to leaders during the Internship Program. From the selection of the intern by team to the performance evaluation process and effective proposals.
- Participation with the Employer Branding team in planning the calendar of events at Universities according to the target audience. In addition to the presence in most of the events held in order to be the spokesperson for the Internship Program.
- Preparation and presentation of indicators related to the entire selection process.
- Internal focal point for any issues related to the Internship Program. Both for the Intern and for the Leaders.
- Frequent one-to-one meetings with all Program Interns.
- Survey of satisfaction with the Internship Program with those involved (interns and leaders) through a Satisfaction Survey at the end of the program. Creation and execution of the action plan based on the feedback collected.

Wildlife Studios

Senior Tech Recruiter

junho de 2017 - maio de 2019 (2 anos)

São Paulo, Brasil

- Responsible for the entire recruitment and selection process for the technology areas: Game Development, Backend Engineering and Data Engineering. From the design of the selection process, conducting interviews, scheduling interviews with managers, managing and participating in the final evaluation committee and preparing an offer letter.

AkzoNobel

Senior Talent Acquisition Specialist

abril de 2014 - março de 2016 (2 anos)

São Paulo, Brasil

- Conducting recruitment and selection processes for different levels, from junior to mid-level.
- Participation in conducting the selection process for the Internship Program and Technical Program.
- Monitoring the process of adaptation and development of Interns in the organization, with face-to-face meetings and integration activities.
- Management of Training offered during the Internship Program.
- Participation in conducting the Fast Track Management Program, a global career program for young executives.
- Responsible for Employer Branding actions for the development and strengthening of the company's employer brand through events and lectures.
- Responsible for the relationship with Universities.
- Hiring Manager training in the recruitment system (Taleo), including the development of content and didactics in the classroom.
- KPI's management for global reporting.
- Analysis of indicators separated by business unit and presentation to HR Business Partners.
- Analysis of the results of the Climate Survey and implementation of actions for improvement.

Business Partners Consulting

Headhunter

maio de 2012 - abril de 2014 (2 anos)

São Paulo, Brasil

Business Partners, BP, is a human resources consulting firm focused on Executive Search, Specialized Recruitment and Technology.

For more than 13 years, BP has been entrusted with strategic recruitment assignments by clients from countries all over Latin America. Our highly qualified team supported by our recruitment marketing technology delivers the best service+tech solution available in the market.

Michael Page

Headhunter

maio de 2011 - abril de 2012 (1 ano)

São Paulo, Brazil

Formação acadêmica

PUCRS - Pontifícia Universidade Católica do Rio Grande do Sul

Postgraduate, People Management: Careers, Leadership and Coaching · (2020 - 2021)

Universidade Santo Amaro - Unisa

Postgraduate, Organizational Psychology · (2011 - 2012)

Universidade Santo Amaro - Unisa

Degree, Human Resources Management · (2009)