

YOUR FIRST CONTACT · AGENT



Eduardo Cruz

SÃO PAULO, BRAZIL · WORKS REMOTELY

Eduardo is the team's agent and your single point of contact. Eduardo turns rough ideas into clear briefs, handles proposals and scheduling, and keeps you updated from the first call through launch. Eduardo brings a marketing degree from USP, years in marketing and products at Itaú Unibanco and four years running an online store.

RESPONSIBILITIES

Client relations

Your go-to person

Scoping

Briefs, estimates, proposals

Coordination

Updates, timelines, handover

ROLE IN OUR PROCESS

01

First conversation

EDUARDO

Tell Eduardo what you're trying to build. Eduardo asks the right questions and captures goals, constraints and timing.

02

Scope & plan

YURI + EDUARDO

Yuri shapes the technical approach. You get a written proposal with milestones, a timeline and a clear price.

03

Launch & handover

WHOLE TEAM

We deploy, document and hand over the source code, then stay available for support and future work.

HOW EDUARDO WORKS WITH CLIENTS

One point of contact. Eduardo handles every conversation. You never have to chase anyone.

Honest estimates. If something will take longer or cost more, you hear it from us early.

Builders, not middlemen. The people who plan the work are the people who write the code.

You own everything. The code, the data and the accounts are yours from day one.

EXPERIENCE

MAR 2026 - PRESENT

Agent · Avance Labs

Remote

- Single point of contact for every client, from the first conversation through launch and handover
- Turns ideas into written briefs, estimates and proposals with the team lead
- Keeps clients updated on timelines, demos and next steps

APR 2020 - MAY 2024

Co-owner · Club Calcio

São Paulo

- Co-founded and ran an online store curating sportswear and collectible pieces
- Produced the social media content and handled customer relations and digital support
- Managed the budget, KPIs, strategic planning and results measurement
- Ran the store's marketplace channels on Mercado Livre and Shopee

AUG 2021 - JUL 2022

Volunteer, hospitality · Worldpackers

Florianópolis, São Paulo, Rio de Janeiro, Salvador

- Front-desk service from check-in to check-out, plus direct sales of products and services
- Handled customer payments and supplier payments
- Answered customers over social media, phone and email

SEP 2019 - APR 2020

Exchange student · ILSC Education Group

Sydney, Australia

- Completed a Customer Engagement course: customer satisfaction, crisis management and point-of-sale training
- Worked customer-facing roles at festivals, fundraising, events and entertainment companies

JUN 2017 - APR 2019

Junior Logistics Analyst · Itaú Unibanco

São Paulo

- Managed card suppliers: file exchange, production, inventory, S&OP and service levels
- Visited factories and suppliers for operations, performance, new projects and audits
- Built performance KPIs and presented improvement projects to leadership and board committees
- Worked with products, business, marketing and legal on new products, rebranding and regulatory projects (BACEN, PROCON)
- Projects: Credicard Black launch, SKU reduction, digital contracts and terms, card supplier bidding

MAY 2016 - JUN 2017

Products intern · Itaú Unibanco

São Paulo

- Tracked KPIs and forecast sales to plan inventory
- Improved client-portfolio profitability with the lifecycle team, and reviewed the product portfolio

AUG 2015 - MAY 2016

Business marketing intern · Itaú Unibanco

São Paulo

- Wrote briefs with communication agencies for launch and lifecycle campaigns: email marketing, landing pages and contracts
- Supported the products team and worked with the lifecycle, business and digital teams

EDUCATION

Universidade de São Paulo (USP)

Degree in Marketing · São Paulo

ILSC Education Group

Customer Engagement · Sydney

SENAI São Paulo

Continuing education · São Paulo

Udemy

UX for people who aren't (yet) in UX

SKILLS

Client relations

Customer engagement

UX

Digital marketing

Paid traffic

Brand marketing

Content strategy

Social media marketing

Product marketing

Growth marketing

KPIs & reporting

Supplier management

Marketplaces (Mercado Livre, Shopee)