

Matheus Araujo

Technical Project Manager | Product Owner | Digital PM

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PROFESSIONAL SUMMARY

I sit at the intersection of engineering and business communication in a way most project managers don't — fluent in both a technical specification and a boardroom conversation, and able to build the infrastructure around delivery, not just manage it.

Over 9 years across biometric software, international digital media, and SaaS startups, that combination has produced measurable results: support ticket volume cut by 80%, first-response time reduced from 1 day to 30 minutes, site performance improved by 80% across a 30M+ monthly-view portfolio, and B2B/B2G contracts worth R\$7M+ annually maintained at 99.5% uptime SLA with zero failures. I build Docs-as-Code pipelines, e-learning platforms, and Agile workflows from nothing — and leave teams that can sustain them.

CORE COMPETENCIES

Methodologies	Agile (Scrum, Kanban) · SDLC · Requirements Engineering · Risk Management · Docs-as-Code
PM Tools	Jira · Confluence · Monday.com · Notion · Zendesk · Make (Automation) · Figma · Pipedrive
Technical	Sphinx · OpenAPI/Swagger · Markdown · reStructuredText · Git · GitLab/GitHub CI · WordPress
Languages	Portuguese (Native) · English (Fluent/Bilingual) · Spanish (Basic)

PROFESSIONAL EXPERIENCE

MoveUp Media | Paris, France (Remote)

Oct 2024 – Present

Digital Project Manager

- ▶ Joined as the first dedicated PM and scaled the technology team from 2 to 8 people while managing delivery across 30+ websites serving 30M+ monthly views in 20+ international markets.
- ▶ Designed and implemented Scrum and Kanban frameworks in a team with no prior delivery infrastructure — establishing the first sprint cadence, backlog structure, and workload measurement the team had ever had.
- ▶ Reduced support ticket volume by 80% (from ~20/week to ~4/week), cut first-response time by 96% (1 day → 30 minutes), and time-to-resolution by 67% (3 days → 1 day) through targeted UI/UX improvements, performance optimization, and redesigned triage workflows.
- ▶ Improved website Lighthouse performance scores by 80% across the portfolio through systematic audits and engineering coordination.
- ▶ Led requirements engineering for all major initiatives — wireframes, prototypes, and Figma specifications — serving as the alignment layer between technical, design, and commercial stakeholders throughout delivery.

Independent Consulting | Campinas, SP

Aug 2023 – Oct 2024

Technical Consultant

Following Griaule, took on independent consulting engagements with early-stage startups, applying PM and technical communication expertise across product strategy, documentation infrastructure, and e-learning development.

- ▶ Designed and launched an e-learning platform that reduced course-based onboarding time from 2 weeks to under 1 week for a 20+ person team — platform remains live and in active use beyond the engagement.
- ▶ Architected a Docs-as-Code pipeline (Markdown + Git) for a 10-person tech team, saving approximately 4 hours per sprint previously absorbed by manual documentation overhead.
- ▶ Led full-cycle requirements engineering and product roadmap definition for a new product launch — from market research and competitive analysis through development handoff.

Griaule | Campinas, SP

Jul 2019 – Aug 2023

Product Manager & Technical Writing Manager

- ▶ **Built a Docs-as-Code pipeline** using Sphinx, reStructuredText, and Git Hooks — replacing a fragmented system of scattered Google Docs (with months of update delays) with a 24/7 automated deployment pipeline covering 11 products, including 7 desktop-to-web application migrations.
- ▶ Authored 1,000+ pages of technical documentation and API references (OpenAPI/Swagger) across the full product suite; documentation quality was cited directly by the company's largest client — a Federal Government agency — as a positive factor in their contract renewal, contributing to an estimated 10–20% reduction in documentation-related support tickets.
- ▶ Produced 50+ hours of technical training content (video and written), onboarding 100+ employees and external clients during tenure — with the course library remaining in active use today.
- ▶ Managed collaboration between engineering, QA, and product teams; contributed to QA routines through test procedures, technical reports, and software behavior evaluations.

Griaule | Campinas, SP

Jul 2018 – Jul 2019

Project Manager & Key Account Manager

- ▶ Managed a portfolio of 7 B2B/B2G contracts (5 B2B, 2 B2G) valued at ~R\$7M annually across 18 states, serving as the sole commercial and technical interface between delivery teams and all clients.
- ▶ Maintained 99.5% monthly uptime SLA with zero failures and ~95%+ support SLA compliance throughout tenure — with only 2–3 SLA violations recorded across the entire period.
- ▶ Grew portfolio value by ~5% through renewal negotiation and relationship management; drove the full pipeline from opportunity qualification through contract execution.

Fábrica de Software do Unipê | João Pessoa, PB

Feb 2018 – Jun 2018

Project Manager Intern

- ▶ Led an 8-person team delivering a health management platform for the State Military Police of Paraíba — assigned the highest-complexity scope in the program — achieving a 10/10 client evaluation score and delivering 2 weeks ahead of a 4-month deadline.
- ▶ Applied a hybrid Agile methodology (RUP + Scrum), managing stakeholder communication, scope, risk, and delivery cadence without the support structures of a professional PM environment.

Actions Security | João Pessoa, PB

Apr 2017 – Feb 2018

Co-Founder

- ▶ Co-founded a 6-person security technology startup; owned product modeling, business modeling, strategic planning, and business development — taking the solution from concept to investor-ready stage.
- ▶ Secured selection into a top-20 competitive startup incubation program and a government-funded development grant (InovAtiva Brasil / Startup Brasil) before exiting to pursue full-time PM opportunities.

EDUCATION

Technologist in IT Management · Centro Universitário de João Pessoa (Unipê)

2016 – 2018

Bachelor's-equivalent degree (Tecnólogo) recognized as a full higher education qualification under Brazilian MEC standards.

Computer Science — Core Curriculum · Universidade Federal da Paraíba (UFPB)

2015 – 2018

Completed foundational curriculum in Data Structures, Algorithms, and Software Engineering at a federal university.

ADDITIONAL INFORMATION

Certifications: Project Management (520h) · Business Analyst (680h) — Unipê

Startup Ecosystem: InovAtiva Brasil · Startup Brasil · Incubadora Tecnológica de Campina Grande (ITCG)

Tools: Jira · Confluence · Zendesk · Notion · Monday.com · Figma · Pipedrive · Trello · Slack · Bizagi (BPM)