

VIVALDO DE OLIVEIRA SANTANA

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Entry-Level Cloud Support / AWS Cloud Practitioner

Summary

Aspiring AWS Cloud Practitioner with hands-on experience using core AWS services such as EC2, S3, IAM, CloudWatch, Lambda, and SNS. Web developer with a diploma from Algonquin College and practical experience deploying static websites, automating EC2 backups, building scalable infrastructure, and configuring monitoring and auto-recovery solutions. Strong background in customer service, team leadership, and digital marketing. I am currently working as a Customer Service Ambassador, known for clear communication, attention to detail, and effective problem-solving. Actively transitioning into cloud support and entry-level AWS roles by applying technical skills in real-world projects and continuously expanding cloud knowledge.

Technical Skills

Soft Skills: Clear communication, Empathy and customer focus, Adaptability, Problem-solving, Public speaking and Sales mindset, Team collaboration, Attention to detail and Time management

AWS Services: EC2, S3, IAM, CloudWatch, Lambda, SNS, Route 53, DynamoDB, ALB (Application Load Balancer), ELB (Elastic Load Balancing) and Auto Scaling Group

Dev Tools: HTML, CSS, JavaScript, Python, PHP, SQL and MariaDB

UI/UX Design: Figma

Systems: Microsoft Windows, Linux, Git, CLI and Gitbash

AWS Cloud Projects

Project 1 - Cloud-Based Static Website Deployment Using AWS

Designed and deployed a personal portfolio website using AWS S3 for static hosting, CloudFront for global content delivery, and Route 53 for domain management. Configured ACM for HTTPS support with a custom domain, ensuring scalability, availability, and low cost.

Project 2 - Automated Backup to S3 Using EC2 and IAM Roles

Launched and configured an Amazon EC2 Linux instance with automated backup scripts to transfer files to S3. Assigned an IAM Role with least-privilege access to securely allow S3 interactions without access keys.

Project 3 - Scalable Web Infrastructure with Auto Scaling and Load Balancer

Designed and deployed a fault-tolerant, scalable web infrastructure using AWS services. Implemented an EC2 Launch Template configured with a User Data script to automatically install and configure Apache and serve a dynamic web page displaying the instance ID. Integrated the setup with an Auto Scaling Group and Application Load Balancer (ALB) to ensure high availability, load distribution, and automated instance health management.

Project 4 – Serverless Contact Form with AWS Lambda, API Gateway, and DynamoDB

Designed and deployed a serverless backend to handle contact form submissions using AWS Lambda, API Gateway, and DynamoDB. Implemented input validation, data persistence with DynamoDB, and secure access via IAM roles. Configured CORS policies to allow cross-origin requests and tested the full integration from a static frontend.

Project 5 – AWS EC2 Monitoring and Auto-Recovery

Configured CloudWatch Agent on EC2 to collect custom metrics. Created a CPU alarm triggered at 70% usage with SNS email alerts. Enabled auto-recovery and sent system logs to CloudWatch Logs.

Professional Experience

Customer Service Ambassador - Shoppers Drug Mart – Ottawa

Dec 2024 – Present

- Assist customers with inquiries
- Resolve issues quickly while maintaining a positive user experience
- Operate digital systems for transactions and inventory
- Demonstrate strong communication, multitasking, and service-oriented problem-solving

Digital Marketing Consultant - Ipemig - São Paulo

01/2021 - 07/2022

- Planned and executed A/B tests on landing pages to evaluate and optimize performance metrics
- Collaborated with designers and copywriters to develop engaging and data-driven digital campaigns
- Managed social media strategies across multiple platforms to improve engagement and lead generation
- Responded to user inquiries and feedback across digital channels, ensuring a positive customer experience
- Designed and analyzed paid media campaigns using Facebook and Instagram Ads Manager

Branch Manager - UCA – Guarulhos

01/2019 - 12/2020

- Led daily operations, including staff hiring, training, scheduling, and performance management
- Implemented process improvements to streamline workflow and increase team efficiency
- Developed and executed customer engagement strategies, resulting in increased satisfaction and retention
- Oversaw promotional campaigns and monitored performance metrics to boost branch revenue
- Facilitated weekly team meetings to align goals, track progress, and resolve operational issues

Sales Consultant - FCE – Guaratinguetá

01/2016 - 12/2018

- Advised clients on tailored solutions by identifying their needs and aligning with available offerings
- Delivered detailed product presentations and responded to customer inquiries with clarity and accuracy
- Worked closely with marketing to support promotional campaigns and improve sales materials
- Built strong customer relationships through follow-ups, referrals, and personalized service
- Met and exceeded sales targets through cold calling, networking, and lead generation strategies

ESL School Coordinator - Fisk - São Paulo

01/2005 - 04/2015

- Coordinated academic operations, including teacher mentoring, training sessions, and classroom evaluations
- Introduced new educational technologies and supported staff in implementing digital tools
- Led workshops and onboarding programs to improve instructional effectiveness and student engagement
- Delivered English language instruction using interactive materials and multimedia tools across all proficiency levels
- Promoted clear communication, cultural awareness, and student-centered learning through creative lesson design

Education

Algonquin College - Ottawa – Canada - 01/2024

Diploma in Web Development and Internet Applications - *graduated with Honours* - GPA 3.86

Mackenzie University - São Paulo – Brazil - 01/2000

Diploma in System Information

Certifications

- Amazon AWS Certified Cloud Practitioner CLF-C02 (course)
- Build Responsive Real-World Websites with HTML and CSS
- Figma UI/UX Design Essentials
- Motion Design with Figma

Languages Spoken

- English
- Portuguese (Native)