

Vinícius Paixão

Head of Technology and consultant

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Head of Technology at a multi-brand media group and founder of Vini Digital, a technology consultancy. 22 years across design, development and management, working where technology projects usually stall: between the board, the technical team and operations. Experience with high-traffic platforms, CMS migration, marketing data engineering and AI applied to newsrooms.

EXPERIENCE

Head of Technology – Diários Associados 2022 – present

Leads the group's technology operation – infrastructure, product, editorial systems and governance – across the Correio Braziliense, Estado de Minas, Portal Uai, No Ataque, Superesportes, Vrum, Rádio Tupi, Clube FM, TV Brasília and TV Alterosa brands.

Technology Manager – Diários Associados 2019 – 2022

Managed the group's technology area – infrastructure, portal operations and editorial projects – until the scope expanded to Head of Technology.

Founder and Fractional CTO – Vini Digital 2020 – present

Technology consultancy: technical and operational diagnosis, fractional technical leadership and custom-built solutions. Concurrent with the role at Diários Associados.

Technology Coordinator – Metrôpoles 2018 – 2019

Coordinated the technology team and built immersive editorial specials, two of them recognized with national journalism awards.

Web Analyst – Diários Associados 2017 – 2018

Took part in delivering the new version of Correio Braziliense's website, focused on navigation results.

Co-founder, Front-End Developer, Graphic Designer – Vulpe Design Studio 2015 – 2016

Business strategy and delivery of digital projects. Now Vulpe Comunicação, with which collaborative work continues.

Front-End Developer – Diários Associados 2012 – 2015

Junior Web Analyst, Junior IT Support – PAR Corretora de Seguros 2007 – 2012

SELECTED CASE STUDIES

Head of Technology at a multi-brand regional media group

Sustained the group's technology operation with a lean team, modernizing the stack without editorial downtime and with documented governance. vini.website/cases/diarios-head-tecnologia

CMS migration at the Federal District's leading newspaper

Migration with the newsroom running 24/7, delivering audience growth and higher advertising revenue. vini.website/cases/migracao-cms-correio

SIIM – first-party data and AI, an official Google case study

Multi-site implementation recognized as the program's official case study and presented to other publishers. vini.website/cases/siim-dados-first-party

Real-time multi-affiliate election results, four cycles

Live results for multiple affiliates in 2020, 2022, 2024 and 2026, with an architecture reused across cycles. vini.website/cases/apuracao-eleitoral

Award-winning editorial specials and technology coordination

Immersive specials recognized with three national journalism awards: ANPTrilhos 2019, CNT 2018 and CNT 2017. vini.website/cases/metropoles-premios

EDUCATION

Bachelor in Graphic Design – Universidade Paulista (UNIP) 2013 – 2015
English – 4Life A/B – Casa Thomas Jefferson 2022, Aug – 2023, Jul

AWARDS

2º Prêmio de Jornalismo ANPTrilhos – Digital Media: *A tragédia de Mariana (MG) vista pela janela do trem* 2019
25º Prêmio CNT de Jornalismo – Internet: *Caminhoneiras, codinome coragem* 2018
24º Prêmio CNT de Jornalismo – Environment and Transportation: *Ciclovias em busca de uma cidade* 2017

SKILLS

JavaScript / TypeScript · Next.js · Docker · SEO · Google Analytics · CSS · Python · PostgreSQL · Cloud · Ad Tech · WordPress / PHP · AI / LLM · Git · Team management · Figma · Adobe

LANGUAGES

Portuguese (native) · English (intermediate) · Spanish (beginner)