

Fernanda (Nanda) Leal

Business Operations . AI Systems Builder . People & Planning
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EMPLOYMENT

Founder & Business Architect, SHOW'YN

2025 to Present . Australia

Building business concepts, brands and digital systems from idea to execution, combining strategy, marketing, customer experience, automation and AI.

Founder & Operations Lead, JobLookup

2014 to 2025 . Australia

Built and managed a casual workforce for events and hospitality, leading recruitment, selection, staffing and workforce coordination across major venues, concerts and festivals.

Entrepreneur, International Education

2011 to 2025 . Australia & Brazil

Led the business end to end: sales, partnerships, team management, student services, marketing, events, operations and business development.

General Manager, Inovar

2007 to 2009 . Brazil

Managed the day to day operation of an education business, coordinating people, administration, sales and service delivery.

PROJECTS

PROFILE

2026 . Micro SaaS . AI Product

An AI powered resume concept, taken from user journey and product logic to interface, workflows and a functional product.

Business Idea Architecture

2025 to Present . Method . Business Design

A framework connecting business strategy, audience, offer, customer journey, operations, technology, marketing and monetisation.

SKILLS

Strategy: business architecture, business models, positioning, offer design.

Operations: planning, workflows, reporting, process improvement.

People: team management, recruitment, training, workforce coordination.

Marketing: brand, customer journeys, funnels, content, campaigns, CRM.

Technology: AI, automation, CRM, no code systems, digital platforms.

Product: product thinking, UX, websites, prototyping, AI assisted builds.

EDUCATION

2009, Brazil: Bachelor's Degree in Marketing.

Continuous: Executive, business and personal development.

Continuous: AI, automation and digital product development.

Certifications: Google, Meta, HubSpot.