Roberta Miranda

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SUMMARY

Marketing and Content professional with experience in strategy, planning and communication management for brands across different industries. Experience in agencies, startups, consultancies and companies, working across strategy and creative execution. Background in editorial planning, copywriting, campaigns, social media, digital positioning, performance analysis and team leadership.

PROFESSIONAL EXPERIENCE

Senior Content Strategist

Agência CZ | Jun/2026 – Present

- Content strategy and planning for multiple accounts and industries.
- Editorial planning, briefs, scripts, copywriting and content calendars.
- Campaign ideation and content direction for social media.
- Accounts: Tragetta, Intraliza, Bosch Agro and Agência CZ.

Senior Social Media Specialist

Intraliza | Mar/2025 – Jun/2026

- Content planning and development of the brand’s digital positioning.
- Creation of briefs, scripts and content for social media and paid ads.
- Creative ideation and development of a consistent brand communication.

Social Media Manager

Konker | Jan/2024 – Jan/2025

- Managed digital communication for an innovation startup focused on the mining industry.
- Translated technical topics in innovation, technology and mining into accessible content.
- Content planning, creation, performance tracking and strategy adjustments.

Marketing Supervisor

Coeditora Online | Jan/2024 – Jan/2025

- Supervised the Social Media team and coordinated key marketing demands.
- Content planning, campaign coordination and KPI analysis.
- Marketing strategies and support for customer service and sales initiatives.
- Managed communication for influencers Fabí Cardoso and Fabyana Molinari.

Internal Marketing

Be Wise Growth & Consultoria | Sep/2023 – Nov/2023

- Worked on marketing for multiple brands and projects simultaneously.
- Managed timelines, content planning and delivery follow-up.
- Performance analysis, reporting and short- and long-term action planning.
- Accounts: Clínicas da Cidade, Fast Meals and KV.

Social Media Specialist

Bordaderia | Oct/2019 – Apr/2023

- Managed digital communication for a religious and personalized embroidery studio.
- Content calendar planning, content creation and editorial development.
- Promotion strategies, launches and seasonal campaigns.

EDUCATION

Marketing + Communication and Media — Universidade Anhanguera (2023) · Digital Marketing — E.B.A.C (2023) · Google Ads + Performance Media — Udemy (2023)

SKILLS

Core skills: Content Strategy · Editorial Planning · Copywriting · Social Media · Scripts · Campaigns · Digital Positioning · Performance Analysis · Team Leadership

Tools: Meta Business · Google Ads · Notion · ChatGPT · Pinterest Business · LinkedIn Business · Canva · CapCut · Trello

LANGUAGES

Portuguese — Native · English — Intermediate