

English version

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Summary

Marketing Supervisor with 4 years of experience in the area, 1 year in a leadership position. Later, I worked as a Full Marketing Analyst, deepening my skills in strategy planning, including performance media

I have mastery of tools such as: **Meta Business, Google Ads, Notion, ChatGPT, Pinterest Business, Canva, LinkedIn Business, CapCut and Trello.**

Skills

I stand out for my ability to lead teams, manage crises and plan events, always focusing on creative solutions, efficiency, concrete results and analytical vision.

Work Experience

Marketing Supervisor

Coeditora Online (2024-2025)

Guidance and coordination of daily activities.

>Development and implementation of marketing strategies.

.>Analysis of market trends.

>Management of digital marketing campaigns, including SEO, social media, email marketing, among others.

>Monitoring and analysis of KPIs to evaluate campaign performance and propose improvements

Intern Marketing

Be Wise- Growth e Consultoria (2023)

Management of the team responsible for each brand.

>Weekly and monthly report.

>Content and task schedule

>Content strategy (short and long term)

>Schedule performance monitoring.

Social Media Junior

Bordaderia (2020-2023)

>Creation of content for social networks.

>Post calendar and posting schedule.

>Development of strategies for dissemination.

>Paid advertising management (Meta Business)

Education

Marketing + communication media

Universidade Anhanguera (2023)

Marketing Digital

E.B.A.C (2023)

Google ADS + Performance media

Udemy (2023)

Language

Portuguese (Native), Intermediate English (Reading, writing, speaking).