

PARA INGLÊS LER

STRATEGIC MARKETING PROFESSIONAL WITH EXPERTISE IN CONTENT MANAGEMENT, VIDEO OPTIMIZATION AND CREATIVE STRATEGIES

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PROFESSIONAL PROFILE

Solid experience in the development of strategic marketing and content in small and medium-sized companies of the entertainment industry, with full command of the key-aspects involved in the promotion and profitability of the developed content and artists, including:

- ✓ Content Production (Youtube, Spotify, etc.)
- ✓ Video Optimization (tags, endscreens, etc.)
- ✓ Feedback and Brainstorming Meetings
- ✓ Partnership Development
- ✓ Social Media Management/Monitoring
- ✓ Google and Face Ads Campaigns
- ✓ Interaction with Press/Production Teams
- ✓ Relations with Brand Owners
- ✓ Financial Management
- ✓ Monitoring of Shoots/Recordings
- ✓ Keyword Optimization
- ✓ Creative Strategies
- ✓ Customer & Artist Relationships
- ✓ Digital Marketing
- ✓ Reporting (English/Portuguese)
- ✓ Content Planning
- ✓ Fan Relations
- ✓ Event Promotion/Organization
- ✓ Calculation of Royalties
- ✓ Content Scripting

Skilled in managing and training the teams and third-parties involved in the projects.

Proficiency with numbers and statistics, including previous experience in accounting and a tutorship in the Multivariate Analysis discipline.

Native Portuguese | Fluent English | Basic Spanish.

PROFESSIONAL EXPERIENCE

COMPANY 1

2018 – Present

Entertainment agency.

Manager of the Spotify and Youtube Cluster (2019 to date)

- ✓ Responsible for digital marketing and the development of strategic content.
- ✓ Main Artists: Kevin o Chris | Tília | 3030 | Fuze | Julia Peixoto | Bruno de Luca | Bianca Andrade (Boca Rosa).
- ✓ Main projects: DVD todo mundo ama o Chris (Kevin o Chris) | #Liveshow Tília (Tília) | Infinito Interno Álbum (3030) | Boca a Boca (Bianca Andrade) | Tipo Gin (Kevin o Chris).

Head of Digital Marketing (2018 to 2019)

- ✓ Created the Marketing department and its processes.
- ✓ Main Artists: Kevin o Chris | Mc Rebecca | 3030 | Fuze | Gaab | Gabily | Bianca Andrade (Boca Rosa) | Mc Th | Valesca Popozuda | Gee Rocha | Ranking Records | Jonathan Costa (jon jon).
- ✓ Main Projects: Pode Jogar (Kevin o Chris) | Carentena (Mc Rebecca) | Tropicalia (3030) | Dvd Evoluiu (Kevin o Chris).

Social Media Manager (2018)

- ✓ Main Artists: Mc Rebecca | Mc Th.

Financial Analyst of the Digital Platforms (2018)

- ✓ Main Artists: Kevin o Chris | Mc Rebecca | 3030 | Fuze | Mc Th | Valesca Popozuda.

PROFESSIONAL EXPERIENCE (Cont.)

COMPANY 2 One of the largest port logistics groups in Brazil. Trainee of the Accounting Department	2017 – 2018
COMPANY 3 Venue in Rio de Janeiro. Production and Marketing Assistant	2017
COMPANY 4 Events producer. Marketing Assistant	2016

ACADEMIC BACKGROUND

Graduate's degree in Entrepreneurship/ Sustainable Entrepreneurship ESPM	Interrupted
Degree in Business Administration and Marketing PUC-RIO	2018

ACADEMIC EXPERIENCE

Tutor of the Multivariate Analysis Discipline PUC -RIO	2017
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MAIN COURSES

- ✓ Advanced English in Malta (3 months)
- ✓ Youtube Creator Academy Analytics (2020)
- ✓ Digital Marketing Course at ESPM (2018)
- ✓ Photoshop Course - PUC - RIO (2018)
- ✓ Super Academy BI UDEMY, 2019.
- ✓ Classes on Youtube, VIDIQ (2021)
- ✓ How to Use the Chrome Vidiq Extention, VIDIQ (2021)