

Amsterdam | eduardavrodriguez@gmail.com | +55 21 999045344 | Brazilian and Spanish Citizen

Experienced marketing strategist with over five years of expertise specializing in trend hunting, market analysis, and effective social media management, including monitoring and social listening, with a proven track record in guiding effective marketing strategies.

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| Work Experience | |
| 2022 - present | <div>Strategic planner and marketing researcher</div> <div>Americanas S.A</div> <ul style="list-style-type: none">Conducted in-depth market research and analysis to inform strategic planning for campaigns and brand initiatives.Utilized internal and external data sources to extract actionable insights and trends, supporting decision-making processes.Coordinated cross-functional project teams, collaborating closely with marketing and business units to ensure project success.Crafted compelling brand narratives based on data analysis, reinforcing brand positioning and differentiation in the market.Managed end-to-end campaign conceptualization and execution, aligning business objectives with creative direction and market trends.Evaluated post-campaign results and market feedback to derive insights for future strategic planning and initiatives. |
| 2019 - 2022 | <div>Social listening and community manager</div> <div>Americanas S.A</div> <ul style="list-style-type: none">Managed production of daily, weekly, monthly, and ad-hoc reports to analyze and interpret social media performance metrics for Americanas, facilitating continuous improvement initiatives.Managed social media following of over 15 million, fostering strong customer relationships and driving engagement through social listening and insights analysis.Analyzed industry trends and customer interactions to identify opportunities and inform campaign strategies.Developed and execute crisis management strategies, mitigating potential issues and maintaining brand reputation.Provided event coverage, including supporting the brand at major events such as Rock In Rio and Big Brother Brazil, and analyzing customer interactions to maximize the impact of sponsorship; |
| 2019 | <div>Marketing analyst</div> <div>Com Ideia Marketing Agency</div> <ul style="list-style-type: none">Created social media content for 5+ clients, resulting in increased social media metrics on Instagram and Facebook to drive engagement and brand awareness.Developed and executed a social media posting schedule to ensure consistent and timely content delivery across social media platforms.Collaborated closely with clients to maintain positive agency-client relationships and ensure customer satisfaction and retention.Assisted the CEO in managing teams and dividing demands to ensure project completion and team success. |

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| Languages | Skills |
| Portuguese - Native | Proficient in social listening tools such as Sprinklr and Buzzmonitor. |
| English - Advanced | Advanced Microsoft PowerPoint skills for creating compelling presentations. |
| Italian - intermediary | Expert in market research and data analysis. |
| Spanish - intermediary | Strong written and verbal communication skills. |
| | Creative and strategic thinker. |
| | Proficient in project management tools like Trello and Notion. |

Links

- [LinkedIn Profile](#)
- [Portfolio](#)

Education

- Degree on Media Studies**
- Universidade Federal Fluminense
- 02/2018 - 02/2022
- [Final paper](#)