

# GIOVANA DENARI

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## ABOUT

Experienced professional with a 4-year track record in marketing and social media management. Commenced her career as a Marketing Analyst at FIND HR, a leading Brazilian executive recruitment company. Successfully spearheaded the development of the marketing department at FIND HR and played a pivotal role in establishing the startup, Recrutaê. Currently, she operates remotely for an orthodontic clinic in Australia. Additionally, she leads the Swiss branch of CORA, a non-profit organization dedicated to empowering black girls through education.

Skilled in utilizing a range of tools including email marketing, SEO, Google Analytics, Google Adwords, Google Ads, HubSpot, Canva, Adobe Suite (Photoshop, Premiere, and Illustrator) and Microsoft Office Suite (Word, Excel, and PowerPoint). Knowledge in HTML and CSS.

## EDUCATION

- Graduation: Advertising and Marketing | Universidade Presbiteriana Mackenzie - 2021
- Specialization: International Digital Marketing | ESPM - 2022

## PROFESSIONAL EXPERIENCE

### ORTHODONTIX (SEP/2023 - CURRENT)

Position: Marketing Analyst

Local: Remote - Australia

Main responsibilities:

- Orthodontic clinic
- Development of the strategic marketing plan, including competitor analysis, market research, SWOT analysis, buyer personas, and brand positioning;
- Development and execution of inbound marketing strategies, including content creation, marketing automation, and social media management (Instagram and Facebook).

### RECRUTAÊ (JAN/2022 - MAR/2023) Brazil

Position: Marketing Analyst

Local: Brazil

Main responsibilities:

- HRtech focused on recruiting junior tech talents.
- Development of the strategic marketing plan, including competitor analysis, market research, SWOT analysis, buyer personas, and brand positioning;
- Development and execution of inbound marketing strategies, including content creation, marketing automation, and social media management (Instagram, LinkedIn, and Facebook);
- Transition from WIX website to WordPress to improve Google ranking;
- Responsible for the full organization of executive events aimed at acquiring and retaining new clients;
- Creation and coordination of the internal communication project, as well as endomarketing initiatives.

FIND HR (DEC/2019 - MAR/2023) Brazil

Position: Marketing Analyst

Local: Brazil

Main responsibilities:

- Headhunter consultancy specialized in attracting and selecting technology talent and digitally fluent executives.
- Development of the strategic marketing plan, including competitor analysis, market research, SWOT analysis, buyer personas, and brand positioning;
- Development and execution of inbound marketing strategies, including content creation, marketing automation, and social media management (Instagram, LinkedIn, Facebook, Youtube, Spotify and Deezer);
- Transition from WIX website to WordPress to improve Google ranking;
- Responsible for the full organization of executive events aimed at acquiring and retaining new clients;
- Creation and coordination of the internal communication project, as well as endomarketing initiatives;
- Participation in the Diversity and Inclusion Committee of the company and support in creating metrics to quantify the number of diverse professionals approached by FIND.

## **VOLUNTEER**

- CORA – Marketing Lead (MAR 2023 – CURRENT) – remote Switzerland
- Grupo Amigo do Lar Pobre – English Teacher (JUN 2017 – JUL 2018)

## **LANGUAGES**

- Native Portuguese
- Advanced English