

# RAFAEL MADUREIRA NAZARENO

## SOCIAL MEDIA MANAGER / COPYWRITER

 [rafaelmadnazareno@hotmail.com](mailto:rafaelmadnazareno@hotmail.com)

 [rafthedev.com/smmportfolio](http://rafthedev.com/smmportfolio)

 587 370 1510

 [LinkedIn](#)

 Lethbridge, AB, Canada



### PROFILE

Multitalented Social Media Manager and Copywriter eager to challenge myself in ambitious projects. Familiar with all aspects of the social media and digital environment and its various tools, with knowledge in Web Development. Motivated to learn, grow, and excel in the Digital Industry while delivering meaningful contributions to the projects I take on.

### WORK EXPERIENCE

#### Social Media Manager @ Desimportados

May 2020 - August 2021 | Remote

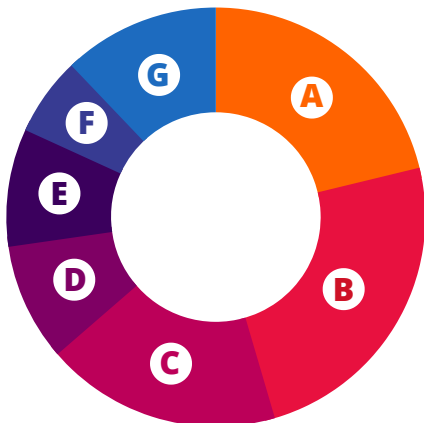
- Writing e-mail marketing campaigns for online platform sales.
- Content creation, posting, and media management for the company's Instagram and YouTube.
- Development of course content for the company's digital product.
- Coordination and supervision of team tasks and weekly objectives.

#### Content Creator @ AMentoria Education

June - October 2023 | Remote

- Content creation, posting, and media management for the company's Instagram
- Creation and editing of short videos for the at the time newly released IGTV(Now Reels)
- Curation of important topics from the company's interview livestreams for further content creation

### TIME SPLIT



- A** Content Writing
- B** Content Curating
- C** Graphics/Video Editing
- D** Community Engagement
- E** Team Management
- F** Media Management
- G** Staying Updated on Trends / Brainstorming Ideas

### SKILLS

- Copywriting
- E-Mail Marketing - MailChimp
- Content Curating
- Media Management
- Follower/Customer Engagement
- Photoshop, Canva
- Notion, Trello, MindMeister
- Google Docs, Google Sheets
- Instagram, YouTube

#### Relevant Courses

- Intro to Marketing
- Database Management Systems
- Web Programming
- Intro to Management

#### Web Development Skills

- HTML
- CSS
- Javascript
- ReactJS
- React Native
- Bootstrap
- GitHub

#### Languages

- Portuguese - Native
- English - Fluent
- Spanish - Fluent
- French - Basic

### EDUCATION

Lethbridge College  
2020-2023 | Lethbridge, AB  
Diploma in Computer Information Technology

Chromos Colégio e Pré  
2016-2018 | Belo Horizonte, Brazil  
High School Diploma