

RAFAEL MADUREIRA NAZARENO

SOCIAL MEDIA MANAGER / COPYWRITER

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📍 Calgary, AB, Canada

🌐 rafthedev.com/smmportfolio

🌐 [LinkedIn](#)



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

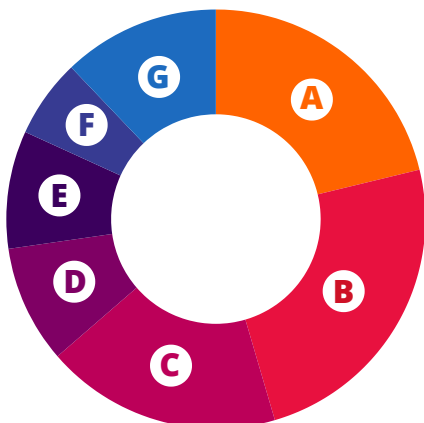
- Writing e-mail marketing campaigns for online platform sales.
- Content creation, posting, and media management for the company's Instagram and YouTube.
- Development of course content for the company's digital product.
- Coordination and supervision of team tasks and weekly objectives.

Content Creator @ AMentoria Education

June - October 2020 | 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