



CRISTIANA VIEIRA

DEGREE IN MARKETING AND ADVERTISING

PERSONAL PROFILE

Hi, my name is Cristiana, I'm 23 years old and I consider myself an organized, committed, empathetic and communicative person. I'm always looking for continuous improvement and personal development with focus on my goals and aiming to achieve good results. I'm motivated to continue self developing on either my personal and professional perspectives.

CONTACTS



Rebordosa-Paredes
Porto, Portugal



cristiana.marketeer@gmail.com



910 25 45 70



<https://www.linkedin.com/in/cristiana-vieira2403/>



@cristianavieira.pt



<https://www.facebook.com/profile.php?id=100086210201438>

PROFESSIONAL EXPERIENCE

September 2022- Present

GUIPER- Wholesale Building Materials, Porto

Monitor and identify market trends and opportunities; Preparation of graphic materials; Define and implement digital marketing communication strategies; Ensuring the continuous quality, relevance and adequacy of the contents disclosed in the communication channels; Monitor results of all marketing activities; Plan, develop, implement and manage content for the digital channels Facebook, Instagram and LinkedIn; Benchmarking; Competition Analysis; Daily use of CRM (Hubspot), also providing training to the company's employees on the respective customer relationship management platform.

**RESPONSIBLE FOR MARKETING AND COMMUNICATION -
FULL TIME JOB**

February 2022- May 2022

Up We Go- Digital Marketing Agency, Porto

Management of Social Networks like Facebook, LinkedIn and Instagram (Swonkie and Meta Business Suite)
Content Writing (Blog Posts, Websites, Posts For Social Networks, Magazines, Ebooks, Brochures, Formal Documents For Clients)
Competition Analysis
Benchmarking
Usability Tests (Mobile & Desktop)
Implementation of content on The website (WordPress)
Newsletters functionality tests

MARKETING ASSISTANT- INTERN

19 VALUES.

August 2018- August 2019

O Meu Sorriso Clínicas

DENTAL ASSISTANT- FULL TIME JOB

April 2018 - June 2018

Trofa Saúde - Hospital Privado de Alfena

**HEALTHCARE ASSISTANT AT EXTERN CONSULTATIONS-
INTERN**

18 VALUES.

May 2017 - June 2017

Lar São Lourenço, Ermesinde

HEALTHCARE ASSISTANT - INTERN

18 VALUES.

HOBBIES

- Travel
- Sport
- Photography
- Films
- Music
- Read magazines and blogs from different areas
- Do online courses
- Participate in Workshops

DRIVING LICENSE

 Category B since 2018

EDUCATION

Digital Marketing & Strategy Course

EDIT.- Disruptive Digital Education, Porto

Program: Digital Strategy; E-commerce; Platforms and websites; SEO & SEA; Metrics and Analytics; Email Marketing; Display Advertising; Social Media; 360° Digital Project.

March 2023- July 2023

Degree in Marketing and Advertising

ISCET, Instituto Superior de Ciências Empresariais e do Turismo
2019-2022

Grade: 16

Health Assistant- Level 4 Professional Course

Escola Profissional de Valongo

2015-2018

Final project: 20 Values

Final grade: 17 Values

CERTIFICATES

- **Digital Marketing** - Google Atelier Digital
- **Content Marketing Basics** - Great Learning
- **Social Media Management**- Elife & BuzzMonitor
- **Google Analytics for Beginners** - Google Analytics Academy
- **Copywriting for conversions: How to Write Persuasive Content** - Alison
- **Inbound Marketing** - HubSpot Academy
- **Creative Writing and Storytelling for Local Businesses** - Maia City Council and Rural Coast
- **Emotional Photography for Business** - Maia City Council and Rural Coast
- **Creative Photography for Local Businesses** - Maia City Council and Rural Coast
- **Introduction to Digital Marketing for Businesses** - Mentor Maria Gonçalves

LANGUAGES

- Portuguese - Native Language
- English - Intermediate

SOFT AND HARD SKILLS

- Good interpersonal relationships
- Good presentation and diction
- Good interaction and communication skills
- Good ability to work in a group
- Good capacity for autonomy and personal organization
- Good time management skills
- Ability to work under pressure
- Problem solving ability
- Mastery of Office, Canva, Hubspot, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Asana, Swonkie, Etus, Meta Business Suite, Miro, GoVisually and Wordpress
- Knowledge of Instagram, Facebook and LinkedIn Ads

ADDITIONAL INFORMATION

2012: Dancer

2015: Handball player

2016-2018: Swimmer and gym workout

2019-2022: Delegate of the 1st, 2nd and 3rd year of the Degree in Marketing and Advertising

2021 and 2022: Representative member of the Degree in Marketing and Advertising at the Pedagogical Council of ISCET

2021: Publication of the article "Artificial intelligence and the impact on marketing and the consumer" in the Scientific Journal of ISCET Percursos & Ideias number 11 - 2nd series 2021

2022: Article writing "The impact of influencers on purchase intent in the transition from fast fashion to slow fashion" in the subject "Research Project"