

Catarina Lopes

Title: Digital Marketing Specialist

Location: Porto, Portugal

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Summary

Digital marketing professional with 4 years of experience in social media management, content creation, and SEO. Proven track record of increasing brand visibility and engagement through innovative digital campaigns.

Experience

Fullsix Portugal – Porto

Digital Marketing Manager

January 2022 – Present

- Managed social media presence for 5 major national brands.
- Developed and implemented digital marketing strategies.
- Monitored KPIs and optimized campaigns based on performance data.

Vila Galé Hotels – Lisbon

Social Media Specialist

March 2020 – December 2021

- Created and scheduled content for all social media platforms.
- Analyzed engagement metrics and prepared monthly reports.
- Collaborated with PR team for influencer marketing campaigns.

Fuel Agency – Porto

Digital Marketing Intern

September 2019 – February 2020

- Assisted with content creation and community management.
 - Supported SEO activities and keyword research.
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Education

Porto Business School – Porto

Postgraduate Diploma in Digital Marketing

2018 – 2019

University of Porto – Porto

BSc in Communication Sciences

2015 – 2018

Skills

- Social media management, Content strategy
- Google Analytics, Meta Business Suite
- Adobe Creative Suite, Canva
- Portuguese (native), English (fluent), Spanish (intermediate)
- Google Ads certification