

Ana Ferreira

Title: Digital Marketing Specialist

Location: Braga, Portugal

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Summary

Digital Marketing Specialist with expertise in SEO, SEM, and social media management. Experienced in developing and executing marketing campaigns that drive engagement and conversions.

Experience

Prozis – Braga

Digital Marketing Specialist

August 2021 – Present

- Managed SEO strategy resulting in 40% increase in organic traffic.
- Developed PPC campaigns with €100K monthly budget.
- Created content for social media channels with 500K+ followers.

Altice Portugal – Lisbon

Marketing Assistant

January 2020 – July 2021

- Supported digital marketing initiatives for consumer products.
 - Analyzed campaign performance and prepared reports.
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Education

University of Minho – Braga

MSc in Marketing

2018 – 2020

ISCAP – Porto

BSc in Marketing

2015 – 2018

Skills

- SEO/SEM, Social Media Marketing
- Google Analytics, Google Ads
- Content creation, Adobe Creative Suite

- Portuguese (native), English (fluent)