

LARISSA CAROLINE STRACI

EMAIL: larastracci@gmail.com

MOBILE: (+353) 083 207 4694

LINKEDIN: www.linkedin.com/in/larissastraci

NATIONALITY: Italian / Brazilian Citizenship

SUMMARY

A dedicated and highly motivated professional who prioritizes commitment to the company and the team. Graduated in Journalism and Marketing, bilingual (advanced english and native portuguese) professional with experience with copywriting, content marketing, content moderation, content review, account management, customer service and social media. My previous roles have required me to be highly organized, good communicator, capable of delivering tasks with excellent sense of urgency, attentive to details and proactive. Excellent experience dealing with customers, stakeholders and suppliers, with quality and timely manner. Advanced computer Skills (Word, Excel, Power Point, Windows, Internet).

PROFESSIONAL EXPERIENCE

RECEPTIONIST

DUBLIN BUSINESS SCHOOL (DBS), IRELAND

SET. 2022 – ONGOING

Answering internal and external phone calls in a professional manner; Listening to, responding or forwarding voicemail messages received on the switchboard answering system; Sorting the daily post; Receipting all payments received from students; Dealing with enquiries from internal and external customers at the desk and sending/replying to emails; Booking couriers, taxis, and overnight couriers; Assistance with admissions functions as designated by the Admission Manager; Doing up students cards; Handing out Transcripts and Parchments; Informing lecturers and staff members of appointments or timetables changes.

CUSTOMER SERVICE

PADOCA, IRELAND

MAR 2022 - AUG 2022

SOCIAL MEDIA

LLCAVALLI MARKETING AGENCY, BRAZIL

AUG 2021 - MAR 2022

Content development for social media, landing pages, content moderation, account management, customer service, video script, copywriting, content review. Responsible for monthly planning of customer posts on social media (Facebook, LinkedIn, Instagram, TikTok), through meetings with stakeholders to define goals and passing on insights to the design team. I led a small content creation team, analyzing and reviewing guidelines, texts, scripts, posts, checking online advertising content and resolving issues about the content. Our customers ranged from breweries, gyms, health, beauty, vehicles, technology, food, among others. I also worked in the organization of events and new product launches. Responsible for internal meetings and development of activities to improve processes, workflows and tools for the team.

Experience supporting the technology industry building their PR presence in Brazil. Creation of specialized technology content to the press, releases, social media, landing pages, websites, newsletters. Support the communication team following the PR strategy of their customers, analyzing and reviewing content written. Able to generate interview opportunities with target media outlets to support customers strategies among products and corporate strategies; Results-oriented professional able to measure the marketing efforts and performance through reports created monthly for customers (Excel ROI). Results in PR with interviews and materials published by the main portals in Brazil, such as TV Globo, Veja Magazine, Epoca Business, Meio & Mensagem and more.

MONITORING VISITING SPECIALIST AMBEV/EXXMART, BRAZIL**APR 2018 - NOV 2018**

Ambev is a Brazilian company dedicated to the production of beverages, including beers, soft drinks, energy drinks, etc. It is part of the AB InBev group, the largest beer manufacturer in the world. Participated in the development of the Beer Lover - Ambev visit program, through the outsourced company Exxmart. Was part of my job, welcomed and guide visiting groups at Ambev Brewery, in order to present the entire brewing process from the company's history to the bottling of the beer. Planned, organized and executed events and institutional visits, production and updating of the content/script of the visit. Management and organization of the agenda and support materials, monitoring, administration and maintenance of the spaces to be visited. Was responsible for monitoring the satisfaction of stakeholders and present results reports.

WAITRESS**CAFE OASIS LEBANESE RESTAURANT, DUBLIN NOV 2015 - JAN 2018****TECHNICAL JOURNALIST WRITER ARTCOM COMMUNICATION AGENCY, BRAZIL****MAY 2011 - JUL 2015**

Elaboration of technical materials for the segments: environment, water and agriculture. Creation of content for websites, newspapers, magazines, newsletters, releases, folders, among other vehicles of national circulation as: Water and Underground Environment Magazine - Publication of the Brazilian Association of Groundwater (ABAS) and Fruit Magazine - National circulation magazine focused on fruit growers. Daily update of clients' websites and social networks, provision of press consultancy services, coordination of the editing process, layout and printing of products. Participation and coverage of technical-scientific events.

ACADEMIC FORMATION

DIPLOMA IN MARKETING DIGITAL AND STRATEGY – ONGOING

Dublin Business School (DBS)

HONORS BACHELOR IN SOCIAL COMMUNICATION - JOURNALISM/ MARKETING

PUC Campinas University (Brazil 2009 - 2012)

IMPROVEMENT COURSES

MARKETING DIGITAL AND DIGITAL STRATEGY – 2022

USP - São Paulo University

INFORMATION SECURITY AND PRIVACY AWARENESS – 2022

Kaplan (Ireland)

GDPR E-TRAINING INTERNATIONAL VERSION 2021 - 2022

Kaplan (Ireland)

BUSINESS ENGLISH PROFICIENCY COURSE - 2016

Academic Bridge College

GENERAL ENGLISH PROFICIENCY COURSE - 2015

Delfin English School