

**Catarina Marques Teles**  
**Social Media & Growth Marketer**  
**CV**

**Profile**

I am a very motivated young woman with a passion for helping businesses connect with their audience. I love the challenge of uniquely helping each brand communicate across various platforms while thinking about new methods to optimize, grow and sustain the relationship with the audience. I get motivated from working cross-functionally in order to learn from others and be put outside of my comfort zone.

**Experience**

**hey woman!, Berlin – Social Media & Growth Marketer**  
**June 2016 – Present**

- Began as an editorial intern and continued to develop into my current position, quickly gaining more and more responsibility and influence within the team
- Helped drive unique visits to hey woman! by +107,25% since joining
- Helped produce social media content & campaigns which increased followers by +426,78% (FB) and +99% (IG)
- Create Facebook and Instagram campaigns (Growth strategies, launch planning)
- Analyse Data and Performance
- Execute our digital strategy on our social media platforms (including Pinterest, Twitter, Instagram & Facebook)
- Move quickly and learn from results & mistakes to improve our outcome
- Build Newsletter Campaigns with Mailchimp
- Write articles that are focused on sustainability and technology
- Perform in person interviews with individuals such as Stella McCartney
- Assist with video and audio production

**Breuninger Magazin, Germany – Contributing Editor**  
**September 2016 – January 2017**

- Created Fashion related articles for the audience of 20-44 year olds

**Löwenzahn Organics, Berlin – Copy Edit / Translation**  
**October 2016 – March 2017**

- Translation & Copy Edit of the entire brand from English to German

**Maison Héroïne, Berlin – Editor**  
**March 2017 – April 2017**

- Copy Edit of the German Press Release and Branding

## Skills

### Day-to-day

- Multimedia content production
- Wordpress / Online Editing
- Social Media Strategy
- G Suite
- Basic HTML
- Basic CSS
- InDesign
- Photoshop
- Mac OS X / Microsoft

### Languages

- German – native
- Portuguese – native
- English – fluent
- Spanish – fluent
- French – conversational
- Swedish – beginner

## Education

### Freie Universität Berlin

2013 - 2016

- Graduated with a B.A. in Spanish Philology with Latin-American Studies & Portuguese Brazilian Studies with focus on sociology & politics, including extra curriculum semesters in business administration.

### Courses

2016-Present

- Journalism classes (Volkshochschule)
- Coursera classes (such as Web Analytics)
- Google Analytics classes
- General thirst for knowledge

## Extracurricular

### Twice voted volunteer of the Youth Parliament, Remscheid April 2006 - April 2010

- Non-Party binded, representing the voice and wishes of the Youth
- Member of the Congregation of Education / Congregation of Youth / Congregation of Construction / Congregation of the Elder People
- Planned events / worked in prevention for drug abuse / built a Skatepark / implemented a regular dialogue between students and Second World War Survivors

### Regional Winner of the "Wirtschaftswissenschaft im Wettbewerb" prize, Remscheid - NRW 2006

- Participation in the national finals

## Contact

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