

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. I am also always hungry to learn more, am very self-motivated and would love to work in a fast-paced tech company.

Experience

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

- Monitor and respond on our social media channels to drive the engagement with the community
- Helped drive unique visits to hey woman! by +107,25% since joining
- Produce social media content & campaigns which already increased followers by +447% (FB) and +101% (IG)
- Create Facebook and Instagram campaigns (growth strategies, launch planning)
- Analyse data plus the performance to report it weekly and monthly to our founders and team members (via Google Analytics, Iconosquare & Hootsuite)
- Manage, plan and execute our digital strategy on our social media platforms (including Pinterest, Twitter, Facebook, Instagram & especially Instagram Stories)
- Move quickly and learn from our successes and failures 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 Ogranics, 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 (Community College)
- Coursera classes (such as Web Analytics in Theory with Kevin Hartman)
- Google Analytics Academy (Beginners & Advanced)
- 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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