

# Catarina Marques Teles

## CV

### Profil

I'm a motivated and ambitious woman who loves connecting brands to their audience. I enjoy working with my teammates to help enable them to do their best work and make sense of the chaos that is bound to exist in fast-paced environments. Nothing is more satisfying than watching the teams efforts get launched into the wild and seeing how the world reacts to them. I'm constantly hungry to learn new skills, be it professional or recreational—I believe they both help you grow. Outside of work I love running and exercising, cooking, and am very passionate about sustainability and how one can live a sustainable lifestyle.

### Experience

#### **InVision | International Remote SaaS Company, based in NYC — Social Media Marketing Coordinator**

May 2018 – May 2019

- Coordinate all editorial content (Inside Design) on all social media platforms, as well as relevant external content
- Manage multiple marketing campaigns for the Social Media Marketing team, working cross-functionally with *all* departments in the company
- Working in a hyper-fast environment with up to 5 marketing launches per week, such as Design System Video Series launch, InVision Studio Tips & Tricks, Design Better Podcast, Conversations, and many more
- Constantly meet or exceed our goals under tight and ever-changing deadlines
- Working with Product Marketing Managers on strategies to best reach our customers
- Assisting product marketing launches with multiple stakeholders
- Monitor success on social media platforms (Google Analytics, Mode, SproutSocial)
- Create reportings for launches, as well as quarterly content performance analysis to optimize future campaigns and learn from the data
- Help coordinate multiple campaign efforts and launches by using Freehand, Asana, and Jira

#### **hey woman!, Berlin – Social Media & Growth Marketer**

June 2016 – May 2018

- 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
- Manage and coordinate all efforts

#### **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 + coordination
- Asana, Jira, Atlassian
- InVision Software (Studio, Freehand, App)
- Sprout Social, Google Analytics
- Wordpress / Online Editing
- Social Media Strategy
- G Suite
- Basic HTML
- Basic CSS
- Adobe Software (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**

- Coursera classes (such as Web Analytics in Theory with Kevin Hartman)
- Journalism classes (Community College)
- Google Analytics Academy (Beginners & Advanced)
- General thirst for knowledge

### **Extracurricular**

#### **Twice voted volunteer of the Youth Parliament, Remscheid**

**April 2006 – April 2010**

- Non-Party bound, 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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