

WHO AM I?



|The day when I became a Marketing and Communication expert. The first achievement! |

Hi, my name is Rita Pimenta, I am 26 years old and I am living in Vila do Conde, Porto, Portugal.

CONTACT ME



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PERSONAL SUMMARY

"WORK HARD IN SILENCE, LET YOUR SUCCESS BE YOUR NOISE." - FRANK OCEAN

Well presented, friendly, organized, collaborative, and creative by nature.

I'm a **highly driven self-starter**, who is **observant and perceptive to the needs of the company, co-workers, and clients** that I work with.

I have a lot of **energy** and I'm **self-motivated** to get tasks completed on time and on budget.

I have the **ability to identify challenges** and **determine solutions either individually or within a working team**.

I am a lively and passionate kind of person who really loves sports and who meet new people and learn new subjects all the time.

PROFESSIONAL EXPERIENCE

VIDEO MARKETING PRODUCTION ASSISTANT AT LIVEMOTION AGENCY - CREATIVE ONLINE CONTENT • VILA NOVA DE GAIA • MAY 2020 – PRESENT

- **Storytelling and content marketing**
 - In my daily day of work I bring to the table **fresh and outstanding ideas that are the beginning of a remarkable story for a video**. I like to put my ideas into words, because it is how I convince clients that our video is going to be the best!
 - I usually do some **content for the web: articles** for the company's **blog**, and a **social media content calendar**, but I also write several **institutional and commercial documents and brochures**, because I know that the online and the offline strategy must be aligned for a maximum impact.
 - I write **newsletters** (we send it through some marketing magazines), and I do the **copy for the magazines banners ads**.

INTERNATIONAL EXPANSION BUSINESS DEVELOPER AT BARN OF MONKEYS, VILA DO CONDE • NOVEMBER 2019 – MAY 2020 (FULL TIME) – PRESENT (FREELANCER)

- **E-commerce management and copywriting**
 - In partnership with the designers and videographers I outlined the Spring / Summer communication campaign for the brand - **definition of the axis and concept of communication, copywriting / description of the products in order to sell them at Barn of Monkey's online store, according to SEO rules**.
- **Strategy, creativity, and digital communication**
 - I helped in the **definition of the brand communication channels to communicate properly and efficiently with the target audience – activation of campaigns** (via email, website, social media, online store and brand ambassadors), and **presentation of a report with the results**.

MARKETING INTERN AT FTF – MARKETING & PUBLICIDADE, LDA, PÓVOA DE VARZIM • JANUARY 2019 – OCTOBER 2019

- **Branding consultant**
 - I **provided analysis and creative solutions** in order to help small companies successfully achieve their marketing and communication goals.
- **Copywriting and content marketing**
 - I **developed institutional (internal marketing and organization's culture) and commercial documents (newsletters, blog posts, social media posts and activations of campaigns - Facebook, Instagram, and LinkedIn - advertising copy for brochures, flyers, and magazines**.

PR SPECIALIST & BRAND MANAGER ASSISTANT | GLOBAL SPORT (EDP RUNNING WONDERS & PORTUGAL A CORRER), PORTO • JULY 2018 – DECEMBER 2018

- **Public relations and brand management**
 - I established and coordinated efforts with the marketing partners/contributors: journalists, influencers, bloggers, sponsors, designers, and consultants (writing **press releases**, analyzing **media coverage**, writing **scripts to the spokesperson**).

MARKETING & COMMUNICATION ASSISTANT (PRO BONO) | SURFECTION, LDA (I SURF PORTUGAL), PÓVOA DE VARZIM • JANUARY 2018 – APRIL 2018

- **Collaboration of content**
 - I provided **assistance on presentation documents and advertising material to the various stakeholders (B2B and B2C)**.

COMPUTER SKILLS



LINGUISTIC SKILLS

Portuguese – C2

English – B2

Spanish – B2

German – A1

*I have the same level of writing and speaking.

OTHER INTERESTS

- Branding
- People
- Reading & Writing
- English & Spanish
- Travel
- Animal lover

OTHER INFORMATION

- Availability to travel
- Driving license & own car

- **Organization of events**
 - I was the liaison with local businesses and political entities for **new business**, and **logistics coordination of the various activities** that the company provides (arrangements for hotels, guest houses, transport, and restaurants).
- **Research of new markets and creation of new partnerships**
 - I searched for **strategic points to promote the services** of the company.

PROJECT MANAGER | M.A.R. KAYAKS, LDA (NELO), VILA DO CONDE • JULY 2017 – DECEMBER 2017

I developed a project to implement within the organization. The project consists of a proposal for a **relationship marketing plan**, and therefore offers an organized structure of how to retain the various clients of M.A.R. Kayaks, Lda. At the project I reached the mark "Excellent" (18 points).

MARKETING & COMMUNICATION INTERN | M.A.R. KAYAKS, LDA (NELO), VILA DO CONDE • OCTOBER 2016 – JUNE 2017

- I **created content** for the new website (with greater focus on the **press area**) and I **developed some visual presentation** for the CEO represent the company at trade shows and events;
- I **assisted in the organization of events** (by **interviewing dozens of Olympic athletes**, **updating the social media** and **photographing all events**);
- I **managed social networks** (by managing and updating the Facebook page of the main brand, and the sub-brand page, through the publication of news, videos, photos, and creation of contests);
- I searched for keywords **for Google Ads**, in order to increase the visibility of the products marketed in the store (according to the **rules of SEO**);
- I **updated the manual of reception for delivery to new employees** (to develop the team spirit, and communicate the mission, vision, values, and goals of the company).

CORPORATE COMMUNICATION INTERN | PISTA-MÁGICA, ESCOLA DE VOLUNTARIADO (ONG), SÃO MAMEDE DE INFESTA • MAY 2015 – JULY 2015

- I **supported in the communication / promotion of two projects**;
- I **developed content**: newsletters, press releases and visual presentations;
- I **managed database**.

EDUCATION

DIGITAL MARKETING & E-COMMERCE MANAGER - FLAG PROFESSIONAL • PORTO • MARCH 2019 – FEBRUARY 2020

- I studied website as a digital marketing tool, web copywriting, blogging with WordPress, social media management (Facebook, Instagram, Twitter, YouTube, LinkedIn), Search Engine Optimization (SEO), Google ads, Google analytics, Landing pages, E-mail marketing, and E-commerce.

MARKETING AND COMMUNICATION MASTER'S DEGREE • ESEC, COIMBRA • OCTOBER 2015 – DECEMBER 2017

- I cultivated my knowledge in **strategic planning and management of communication**;
- I acquired **strategic marketing expertise, management and communication of brands; identity, culture and markets, marketing research, organizational behavior, relations with the media; e-marketing, marketing communication techniques, innovation and product development, and management of work teams**.

BUSINESS COMMUNICATION DEGREE • ISCAP, SÃO MAMEDE DE INFESTA | FILOLOGÍA Y TRADUCCIÓN | ADMINISTRACIÓN Y GESTIÓN DE EMPRESAS • UNIVERSIDADE DE VIGO, VIGO • SEPTEMBER 2012 – JULY 2015

- I acquired **linguistic skills**: English, Spanish and (basic) German, combined with **theoretical / practical knowledge related to business**: management, corporate communication, ICT, commercial law, and many others;
- I **engaged in the international "ERASMUS +" mobility program**, in Spain.