



# RITA PIMENTA

## MARKETING AND BUSINESS COMMUNICATION

### WHO AM I ?

Friendly, organised, 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 can identify challenges and determine solutions either individually or within a working team.

### \*TRAINER EXPERIENCE

#### IPLNT - Cooperativa de Ensino CRL

Digital Marketing Training  
Techniques and Theories of Communication,  
Digital Communication, Creativity and Innovation,  
Marketing: Concepts, Marketing Plan,  
Content Marketing, Digital Business Models,  
E-commerce, Website, Email Marketing,  
Social Media Management, Facebook, Instagram,  
YouTube, LinkedIn, SEM - SEA, SEO,  
Web Copywriting, Google Ads, Google Analytics,  
Google My Business.

#### WISE Stores

Provided in-house Marketing Training,  
with a focus on Marketing Planning,  
Social Media Management, Ad Campaigns,  
and Email Marketing.

#### Escola Superior de Hotelaria e Turismo in Vila do Conde

Invited to deliver guest lectures/sessions in  
Digital Marketing

\*Certified trainer (with CCP)

### LANGUAGES SKILLS



### PROFESSIONAL HISTORY

**MARKETING OFFICER**, FINTRU, PORTO, PORTUGAL | JANUARY 2023 — PRESENT

- Liaison with the Events, Design, Marketing, and Communication teams at FinTrU Head Office to adapt the company strategy to Portuguese culture.
- Supporting the Product team in promoting their tech products by contributing to the strategy and execution of lead generation efforts, adopting digital solutions, and driving digital transformation through communication and change management initiatives — always aiming to present tech-savvy, forward-thinking proposals.
- Collaborate on maintaining and optimising the company website with a focus on SEO and accessibility best practices, while creating and preserving monthly performance reports using Google Analytics and Looker Studio to visualise key metrics and support data-driven decision-making.
- Organisation of Porto office events and activities to promote staff motivation, well-being, a positive experience, and a happiness-driven workplace.
- Responsible for creating newsletters and assisting with updates to the internal social network.
- Supporting the HR team at university fairs to promote job vacancies.

**DIGITAL MARKETER**, TOREL BOUTIQUES, PORTO, PORTUGAL | MARCH 2021 — DECEMBER 2022

- Assisted in the optimisation of eight websites, with a particular focus on SEO. This included On-Page SEO (keyword research, meta descriptions, image, title, URL, meta tag, and text optimisation) and Off-Page SEO (link building, managing website reputation by removing toxic links via Google Search Console, and tracking website traffic using Google Analytics and UTMs).
- Contributed to brainstorming sessions and presented new ideas related to digital marketing.
- Planned, implemented, and reported on day-to-day social media content and digital campaigns (ads across seven accounts).
- Developed, implemented, and reported on email marketing campaigns, including management of six databases.
- Assisted in the planning and execution of photo and video shoots and selected visual materials for various platforms.
- Managed partnerships with influencers.

**VIDEO MARKETING PRODUCTION ASSISTANT**, LIVEMOTION AGENCY - CREATIVE ONLINE CONTENT, VILA NOVA DE GAIA, PORTUGAL | MAY 2020 — NOVEMBER 2020

- Storytelling and scriptwriting for video content.
- Content creation for the web, including blog articles, social media content calendars, newsletters, and institutional and commercial brochures.

**INTERNATIONAL EXPANSION BUSINESS DEVELOPER**, BARN OF MONKEYS, VILA DO CONDE, PORTUGAL | NOVEMBER 2019 — MAY 2020

- Management of social media, email marketing, and the online store, along with liaison with marketplaces. Responsibilities included creating optimised content (SEO and SEA), as well as planning, implementing, and reporting on digital campaigns.
- Coordination of brand ambassadors, including protocol development, influencer research, outreach, and relationship management with key children's fashion influencers.

**MARKETER, FTF - MARKETING & PUBLICIDADE**, PÓVOA DE VARZIM, PORTUGAL | JANUARY 2019 — OCTOBER 2019

- Branding Consultant: Provided analysis and creative solutions to help small businesses effectively achieve their marketing and communication objectives.
- Copywriting and Content Marketing: Developed institutional and commercial materials, email marketing campaigns, and blog articles.

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

- Coordinated marketing efforts with external partners, including journalists, influencers, bloggers, sponsors, designers, and consultants.

**MARKETING AND COMMUNICATION OFFICER**, SURFECTION (I SURF PORTUGAL), PÓVOA DE VARZIM, PORTUGAL | JANUARY 2018 — APRIL 2018

- Responsible for developing content and supporting research into new markets and the creation of new partnerships, including identifying strategic locations to promote the company's services.

**MARKETING AND COMMUNICATION CURRICULAR INTERN**, NELO - M.A.R. KAYAKS, VILA DO CONDE, PORTUGAL | OCTOBER 2016 — DECEMBER 2017

- Provided support in developing content and coordinating sports events.

**CORPORATE COMMUNICATION CURRICULAR INTERN**, PISTA-MÁGICA, PORTO, PORTUGAL | MAY 2015 — JULY 2015

- Supported communication and promotion for two projects, including creating newsletters, press releases, and visual presentations.

**EDUCATION**

**CERTIFIED TRAINING IN DIGITAL MARKETING AND E-COMMERCE MANAGEMENT**, FLAG, PORTO, PORTUGAL | MARCH 2019 — FEBRUARY 2020

Web copywriting, blogging, social media, community management, SEO, Google Ads, Google Analytics, email marketing, lead generation, landing pages, e-commerce, and business intelligence.

**MASTER'S DEGREE IN MARKETING AND COMMUNICATION**, ESEC, COIMBRA, PORTUGAL | OCTOBER 2015 — DECEMBER 2017

Marketing research, branding, press/media relations, marketing communication techniques, innovation and product development, organisational behaviour.

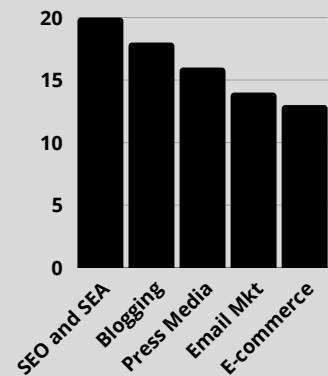
**DEGREE IN BUSINESS COMMUNICATION**, ISCAP, PORTO, PORTUGAL | SEPTEMBER 2012 — JULY 2015

Corporate communication, information and communication technologies (ICT), data management, and commercial law.

**LINGUISTICS AND TRANSLATION | BUSINESS ADMINISTRATION AND MANAGEMENT** | UNIVERSIDADE DE VIGO, VIGO, SPAIN | SEPTEMBER 2014 — JANUARY 2015

Joined the ERASMUS+ mobility programme, which strengthened my command of Spanish and included courses such as Commercial Management and Marketing Research.

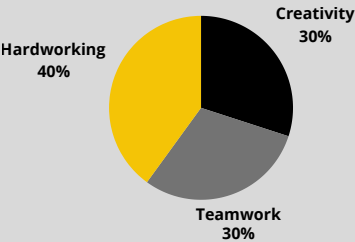
**MARKETING SKILLS**



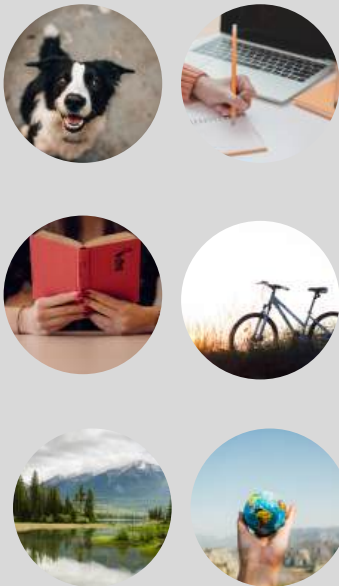
**RECENT CERTIFICATIONS**

- Google Analytics 4
- Artificial Intelligence applied to Marketing and Communication

**SOFT SKILLS**



**HOBBIES**



Dog Walking | Writing | Reading | Cycling | Nature | Traveling