



# RITA PIMENTA

## MARKETING AND BUSINESS COMMUNICATION

### WHO AM I ?

Friendly, organized, collaborative, and creative by nature.

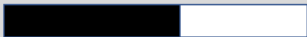
I'm a highly driven self-starter, who is observant and perceptive to the needs of the company, co-workers, and clients that I work with.

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.

### MARKETING SKILLS

E-Commerce



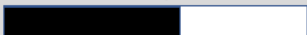
SEO and SEM



Blogging with Wordpress



E-mail Marketing

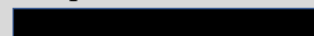


Press Media



### LANGUAGES SKILLS

Portuguese



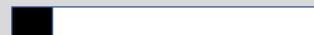
English



Spanish



German



### PROFESSIONAL HISTORY

#### VIDEO MARKETING PRODUCTION ASSISTANT,

LIVEMOTION AGENCY - CREATIVE ONLINE CONTENT, VILA NOVA DE GAIA, PORTUGAL | MAY 2020 — PRESENT

- Storytelling and script for the video;
- Content for the web: articles for the company's blog, social media content calendar, newsletters, institutional and commercial brochures.

#### INTERNATIONAL EXPANSION BUSINESS DEVELOPER,

BARN OF MONKEYS, VILA DO CONDE, PORTUGAL  
NOVEMBER 2019 — MAY 2020

- Social media, e-mail, online store management, and liaison with marketplaces: elaboration of optimized content – SEO and SEM and activation of campaigns – idea, implementation, and a report with the results;
- Brand ambassador coordinator: protocol elaboration, search, contact, and relationship with key kid's fashion influencers.

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

- Branding consultant: providing analysis and creative solutions in order to help small companies successfully achieve their marketing and communication goals;
- Copywriting and content marketing: development of institutional and commercial documents, e-mail marketing, and blog posts.

#### PR SPECIALIST AND BRAND MANAGER ASSISTANT,

GLOBAL SPORT (EDP RUNNING WONDERS & PORTUGAL A CORRER), PORTO, PORTUGAL | JULY 2018 — DECEMBER 2018

- Establish and coordinate efforts with journalists, influencers, bloggers, sponsors, designers, and consultants;
- Support in the organization of events of the two brands.



# INTERNSHIPS

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

In partnership with the design team, I worked on the redesign of the company's visual identity. I was responsible for the collaboration of content, and in the research of new markets and the creation of new partnerships; Organization of events: logistic coordination of the various activities that the company provides.

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

- I facilitated the operation of e-Commerce: description of products, translation and Google Ads - in order to increase the visibility of the products in the store;
- I assisted in the organization of four events, I organized a social responsibility action, I developed a B2B project to implement within the organization, and I reached the mark "Excellent".

**CORPORATE COMMUNICATION** AT PISTA-MÁGICA, PORTO, PORTUGAL | MAY 2015 — JULY 2017

- I supported in the promotion of two projects;
- I developed content: newsletters, press releases, and visual presentations

## EDUCATION

**DIGITAL MARKETING AND E-COMMERCE MANAGER, FLAG, PORTO, PORTUGAL** | MARCH 2019 - FEBRUARY 2020

Web Copywriting, Blogging, Social Media, Community Management, SEO, SEM, Google AdWords, Google Analytics, E-mail Marketing, Leads, Landing pages, e-Commerce and Business Intelligence.

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

Marketing Reserch, Branding, Press Media, Marketing Communication Techniques, Innovation and Product Development, Organization Behavior and Team Work.

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

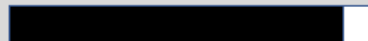
Corporate Communication, Information and Communication Technologies, Management of Data and Commercial Law.

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

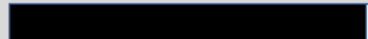
"ERASMUS +" mobility program, where I had the opportunity to improve Spanish and attended disciplines such as Commercial Direction and Marketing Research.

## SOFT SKILLS

Criativity



Team work



Hardworking



## HOBBIES



Dog walking | Writing | Reading  
Cycling | Nature | Traveling



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