



GABRIEL RIBEIRO

COPYWRITING | INBOUND | SEO

I have more than 5 years of experience in journalism, marketing, and content production. I hold a Bachelor's degree in Communications and specialize in inbound marketing, social media strategy, and SEO. I am certified in Hubspot, RD Station, and Google Analytics. I have worked in various industries including education, health, tourism, and technology.



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RIO DE JANEIRO, BRAZIL



GABRIEL-RIBEIRO.COM

SKILLS

- RD STATION AND HUBSPOT
- SEMRUSH
- GOOGLE ANALYTICS
- SEARCH CONSOLE
- SOCIAL MEDIA
- WEB WRITING
- HTML
- ADOBE PREMIERE

EDUCATION

COMMUNICATION BACHELOR

PINHEIRO GUIMARÃES
2011 - 2014

LANGUAGE

English

Portuguese

EXPERIENCE

GRUPO CATARATAS

Senior Marketing Analyst

2022 - 2023

- Organic Traffic Leader
- Social Media coordinator
- Copywriter
- CRM Strategist

IDEAL H+K (A WPP GROUP)

Account Executive @ Dasa

2021 - 2022

- PR at Dasa, the largest healthcare company from Brazil
- Part of crisis management team
- Clipping analysis and reports
- Media and Influencers campaign

SINERGIA EDUCATION

Communication Analyst

2018 - 2021

- Social Media coordinator
- Inbound Marketing Strategist
- Blog and website manager focusing SEO
- Content leader (app, social, landing page)
- Agencies interface