



# Joana Sousa

SEO content editor

Hello! I'm Joana, I have a degree in Marketing and I'm finishing my master at Escuela de Diseño y Marketing. I am Portuguese, passionate about writing and looking for an adventure, so I came to Madrid to work in SEO. My profile is creative and lately I've been more into graphic and web design. I am looking for a company with good energy, continuous training, professional and personal development.

 [https://www.behance.net/joanasousa\\_marketing/projects](https://www.behance.net/joanasousa_marketing/projects)

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 Madrid

## Experience

### Selectra (Madrid)

SEO Content Editor Junior | apr 2022 – out 2022

- Creation of valuable content, in HTML, [example](#);
- KPI analysis (visits, positioning, leads);
- Keyword research;
- SEO on page.

### ANCA Design Studio (Porto)

Marketing intern | feb 2021 – jun 2021

- Social media management: Content creation; copywriting; advertisement; metrics and analysis;
- Marketing plan of the organization;
- Email marketing (mailchimp).

## Education

### CEI – Escuela de Diseño y Marketing

Máster Avanzado en Diseño Web y Marketing Digital

2022–2023

- Marketing Digital
- Wordpress
- HTML, CSS, JavaScript

## Skills

### Marketing

Ahrefs  
Screaming frog  
Mailchimp  
Swonkie  
Google Analytics  
Google Search Console  
Google ADS  
Excel

### Web

Wordpress  
Elementor pro  
HTML, CSS, JS  
Figma

### Design

Adobe Illustrator  
Adobe Photoshop  
Canva

### Languages

Portuguese native  
English B2  
Spanish B2

### Instituto Superior de Contabilidade e Administração do Porto

Degree in Marketing 2018–2021

- Marketing planning and control
- Graphic design
- Digital marketing
- International marketing
- Strategic marketing