



Mariana Braz

 Porto

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HELLO THERE,

An enthusiast of the written word and creative at heart, I bring ideas to life using any software tools. With a long-standing interest in gaming culture, I maintain a curiosity about interactive and digital environments. I'm used to manage time to meet any deadline.

EDUCATION

Bachelor Degree in Communication & Media

Polytechnic of Leiria · 2024

Digital Communication CTeSP

Polytechnic of Leiria · 2021

Tourism Technician

R. Bordalo Pinheiro High School · 2019

Computer Systems Management and Programming Technician

R. Bordalo Pinheiro High School · 2017

SKILLS

 Adobe Illustrator

 Adobe Photoshop

 Adobe Premiere

 Meta Business

 Mailchimp

LANGUAGES

Portuguese and English

EXPERIENCE

Communication and Digital Marketing Manager

Grupo IDEAL · May - Present

Planning and executing the company's digital and institutional communication, with strong focus on organisation, visual consistency, and multi-project management.

- Managing pharmacy social media accounts monthly (content, copy, calendars, and reports).
- Developing campaigns, newsletters, promotional materials, and digital content.
- Creating visual identities and materials for services, events, and workshops.

Copywriter & Multimedia Designer

Delft Digital Learning

Mar. - Aug. 2024

Development of digital content for online training, including gamification, interactive content, and copywriting.

Social Media & Community Manager

Volunteer · Mão Amiga de Fátima Association

Apr. - Dec. 2020

Managed the association's digital communication, created social media content, and supported public service and community engagement.

Front Office | Receptionist

Casal da Eira Branca & Lovin Book

2018-2019

Public service in Portuguese and English, support in front office routines and tourist guidance.