

SAMUEL COSTA

Multichannel Coordinator & Motion Designer

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PROFESSIONAL SUMMARY

Hybrid Strategist combining **Performance Marketing** with **Motion Design**. Currently managing lead lifecycles (Salesforce) and paid campaigns (Meta/Google Ads) while producing high-conversion creative assets. Proven ability to scale brand reach, achieving over **20 Million Views** through data-driven visual storytelling.

PROFESSIONAL EXPERIENCE

Agilidade | Portugal **Multichannel Coordinator (Performance Dept.)** | Sep 2025 Present
Bridging CRM data and creative production for health sector campaigns.

- **CRM & Lead Management:** Manage end-to-end lead qualification (Cold/Hot) in **Salesforce**, ensuring clean data flow for sales teams.
- **Paid Media Strategy:** Execute and optimize **Meta Ads** and **Google Ads** campaigns for Agilcare and Sorriso+, adjusting budgets in real time based on CPA/CPL.
- **Creative Performance:** Produce targeted **Motion Graphics** and storytelling videos designed specifically to lower acquisition costs and increase CTR.
- **Cross-Channel Sync:** Align organic social content with paid strategies to ensure consistent messaging across all touchpoints.

Trey24k | Remote **Digital Content Designer / Social Media Manager** | Jul 2022 – Sep 2025

Scaled digital brand presence through data-backed content creation.

- **Massive Growth:** Developed the "Trey24k" visual identity, achieving **18M+ Views** and **200M+ Impressions** globally only on YouTube.
- **Data-Driven Iteration:** Analyzed retention graphs and engagement metrics to refine video pacing, directly boosting audience retention.
- **Strategic Reporting:** Delivered weekly insights on platform algorithms (YouTube/TikTok) to guide the content roadmap.
- **Brand Integration:** Seamlessly integrated sponsor messaging into entertainment content, balancing ROI with user experience.

Universidade Europeia | Lisbon **Motion/Graphic Designer (Internship)** | *May 2021 – Jul 2022*

- **Multi-Channel Assets:** Created visual content for social media, institutional comms, and internal campaigns.
- **Marketing Support:** Collaborated on strategic content planning, ensuring strict adherence to academic brand guidelines.

Clara Amarela | Lisbon **Motion/Graphic Designer (Contract)** | *Jun 2020 – Aug 2020*

- **Client Delivery:** Produced broadcast-ready assets for major clients (**BP, RE/MAX**) under strict deadlines.

SKILLS & TOOLS

- **Performance & Data:** Salesforce (Lead Mgmt), Google Ads, Meta Business Suite, Excel (Adv), YouTube Studio, Competitor Analysis.
- **Creative & Motion:** Adobe After Effects, Premiere Pro, Photoshop, Illustrator, Figma, Storytelling, Scriptwriting.
- **Languages:** Portuguese (Native), English (Fluent), Spanish (Basic), Japanese (Learning).

EDUCATION

Bachelor Degree in Design | IADE - Creative University | 2020 – 2023

LANGUAGES

- **Portuguese:** Native
- **English:** Fluent (C1/C2)
- **Spanish:** Basic
- **Japanese:** Beginner (Currently Learning)