

PATRÍCIA ROSADO

MARKETEER



ABOUT ME

I am a Marketeer looking for my next professional challenge. I always try to learn as much as possible and do my best, leaving my mark.

EDUCATION

2018-2021

Bachelor in Marketing

Instituto Politécnico de Setúbal

FEB-MAY 2021

Erasmus+ Poland

WSB University in Wrocław

✓	Marketing Management
✓	Advertising Creativity
✓	Communication Management
✓	Data Analysis

SKILLS

Adaptability
Critical Thinking
English (C2 Proficient)
HTML
CSS

DEC 2021 - SEP 2022

FNAC // MARKETING & COMMUNICATION

PROFESSIONAL INTERNSHIP

Creation of Marketing and Communication plans

Operationalization of campaigns and actions with the various stakeholders (Marketing Dept., Commercial Dept., Suppliers, Agencies & Stores)

Development and implementation of communication supports, characterized by the preparation of briefings, validation of assets and respective delivery, and necessary monitoring

And also...

I was challenged to manage the communication of FNAC Services, which allowed me to learn a lot!

JUN-DEC 2021

CURRICULAR INTERNSHIP

Support in the development and validation of communication assets

Clipping and KPI reporting of campaigns and communications, in order to develop improvement plans

Final grade: 19/20

VOLUNTEER WORK

Mãos à Obra Project - Vamos limpar Portugal
Odivelas municipality Leader

Ocean Alive Project

Estuário do Sado cleaning

Young Minds Matter - International Arts Festival
Organization assistant

LET'S TALK!

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