



# RITA PIMENTA

## MARKETING AND BUSINESS COMMUNICATION

### WHO AM I ?

Friendly, organized, collaborative, and creative by nature.

I'm a highly driven self-starter, who is observant and perceptive to the needs of the company, co-workers, and clients that I work with.

I have a lot of energy and I'm self-motivated to get tasks completed on time and on budget.

I have the ability to identify challenges and determine solutions either individually or within a working team.

### MARKETING SKILLS

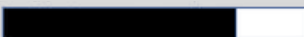
e-Commerce



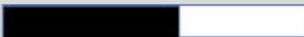
SEM: SEO and SEA



Blogging with WordPress



E-mail Marketing



Press Media



### LANGUAGES SKILLS

Portuguese



English



Spanish



German



### PROFESSIONAL HISTORY

**DIGITAL MARKETER**, TOREL BOUTIQUES, PORTO, PORTUGAL | MARCH 2021 — PRESENT

- Planning, implementation and report of day-to-day of Social Media digital content and campaigns: ads - 7 accounts;
- Planning, implementation and report of E-mail Marketing campaigns (including 6 database management);
- Assistance in the optimization of 8 websites, in particular SEO;
- Assistance in the planning and implementation of photo and video shooting and selects photo material for various outlets;
- Management of influencers partnerships;
- Brainstorms and presentations of new ideas on digital marketing matters.

**VIDEO MARKETING PRODUCTION ASSISTANT**, LIVEMOTION AGENCY - CREATIVE ONLINE CONTENT, VILA NOVA DE GAIA, PORTUGAL | MAY 2020 — NOVEMBER 2020

- Storytelling and script for the video;
- Content for the web: articles for the company's blog, social media content calendar, newsletters, institutional and commercial brochures.

**INTERNATIONAL EXPANSION BUSINESS DEVELOPER**, BARN OF MONKEYS, VILA DO CONDE, PORTUGAL NOVEMBER 2019 — SEPTEMBER 2020

- Social media, e-mail, online store management, and liaison with marketplaces: elaboration of optimized content - SEO and SEA and activation of campaigns - idea, implementation, and a report with the results;
- Brand ambassador coordinator: protocol elaboration, search, contact, and relationship with key kids fashion influencers.

**MARKETER**, FTF - MARKETING & PUBLICIDADE, PÓVOA DE VARZIM, PORTUGAL | JANUARY 2019 — OCTOBER 2019

- Branding consultant: providing analysis and creative solutions in order to help small companies successfully achieve their marketing and communication goals;
- Copywriting and content marketing: development of institutional and commercial documents, e-mail marketing, and blog posts.



**PR SPECIALIST AND BRAND MANAGER ASSISTANT**, GLOBAL SPORT (EDP RUNNING WONDERS & PORTUGAL A CORRER), PORTO, PORTUGAL | JULY 2018 — DECEMBER 2018

- Establish and coordinate efforts with journalists, influencers, bloggers, sponsors, designers, and consultants;
- Support in the organization of events of the two brands.

## INTERNSHIPS

**MARKETING AND COMMUNICATION**, SURFECTION (I SURF PORTUGAL), PÓVOA DE VARZIM, PORTUGAL | JANUARY 2018 — APRIL 2018

- In partnership with the design team, I worked on the redesign of the company's visual identity. I was responsible for the collaboration of content, and in the research of new markets and the creation of new partnerships;
- Organization of events: logistic coordination of the various activities that the company provides.

**MARKETING AND COMMUNICATION**, NELO - M.A.R. KAYAKS, VILA DO CONDE, PORTUGAL | OCTOBER 2016 — DECEMBER 2017

- I facilitated the operation of e-Commerce: description of products, translation and Google Ads - in order to increase the visibility of the products in the store;
- I assisted in the organization of four events, I organized a social responsibility action, I developed a B2B project to implement within the organization, and I reached the mark "Excellent".

**CORPORATE COMMUNICATION** AT PISTA-MÁGICA, PORTO, PORTUGAL | MAY 2015 — JULY 2015

- I supported in the promotion of two projects;
- I developed content: newsletters, press releases, and visual presentations.

## EDUCATION

**DIGITAL MARKETING AND E-COMMERCE MANAGER, FLAG, PORTO, PORTUGAL** | MARCH 2019 - FEBRUARY 2020

Web Copywriting, Blogging, Social Media, Community Management, SEO, SEM, Google AdWords, Google Analytics, E-mail Marketing, Leads, Landing pages, e-Commerce and Business Intelligence.

**MASTER´S DEGREE IN MARKETING AND COMMUNICATION, ESEC, COIMBRA, PORTUGAL** | OCTOBER 2015 — DECEMBER 2017

Marketing Reserch, Branding, Press Media, Marketing Communication Techniques, Innovation and Product Development, Organization Behavior and Teamwork.

**DEGREE IN BUSINESS COMMUNICATION, ISCAP, PORTO, PORTUGAL** | SEPTEMBER 2012 — JULY 2015

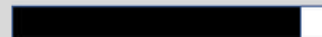
Corporate Communication, Information and Communication Technologies, Management of Data and Commercial Law.

**LINGUISTICS AND TRANSLATION | BUSINESS ADMINISTRATION AND MANAGEMENT | UNIVERSIDADE DE VIGO, VIGO, SPAIN** | SEPTEMBER 2014 — JANUARY 2015

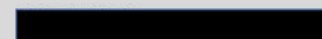
"ERASMUS+" mobility program, where I had the opportunity to improve Spanish and attended disciplines such as Commercial Direction and Marketing Research.

## SOFT SKILLS

**Creativity**



**Teamwork**



**Hardworking**



## HOBBIES



Dog Walking | Writing | Reading  
Cycling | Nature | Traveling



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