



# ANA CAROLINA INÁCIO DOS PASSOS

Digital Marketing Specialist

## WORK EXPERIENCE

### CONTACT

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📄 [Portfolio](#)

📄 [UGC Portfolio](#)

### EDUCATION

#### Specialization in Marketing and Growth

Descomplica, Rio de Janeiro, RJ, Brazil  
2023

#### M.B.A. in Management in Digital Business

Descomplica, Rio de Janeiro, RJ, Brazil  
2022

#### Bachelor of Arts in Journalism

Santa Catarina Federal University (UFSC), Florianópolis, SC, Brazil  
2018

### SKILLS

- Content Creation
- Social Media Management
- Strategic Planning for B2B Startups
- Video Editing
- E-book Creation
- Customer Service
- Marketing Strategy Development
- Graphic Design
- SEO
- Project Management
- Excellent Written and Verbal Communication
- English

#### Leonora Ventures

##### Social Media Specialist

- Supervised the content marketing area.
- Created and managed content for social media.
- Developed posting calendars and strategic planning for B2B startups.
- Conducted simple video editing.
- Created e-books, articles, landing page texts, and forms.

September 2022 – Present

##### Social Media Junior

- Created social media content and posting calendars.
- Strategized for B2B startups.
- Performed simple video editing and e-book creation.

June 2021 – September 2022

#### Freelance Social Media Specialist

- Produced content, graphics, and videos for diverse niches and clients.
- Scheduled videos on YouTube and managed social media posts.
- Created subtitles for course and video lecture content.

February 2020 – Present

#### Nós e o Davi - Ecological Diapers

##### Customer Service

- Customer service online and in person.
- Addressed customer inquiries and provided detailed product explanations.

February 2019 – April 2019

#### Foco Radical - Race photos

##### Content and Marketing Assistant

- Created content and developed strategies for company growth.
- Managed social media engagement and responded to inquiries.
- Promoted running events and photo purchases.

April 2018 – July 2018

#### Santa Catarina Federal University (UFSC) - Internship

##### Diagrammer for Semestral Academic Magazine

- Designed and formatted the semestral academic magazine for the Graduate Program in Journalism.

April 2017 – January 2018

## CERTIFICATIONS

#### Strategic Marketing 4.0

Descomplica - Issued January 2022

#### EF SET Certificate™ - EF Standard English Test (EF SET)

Issued October 2021 - [Credential ID: C1 Advanced](#)

#### Digital Marketing Analyst - Institute of Management and Information Technology

Issued May 2021 - [Credential ID: Digital Marketing Analyst](#)