



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

ANA CAROLINA INÁCIO DOS PASSOS

Digital Marketing Specialist

WORK EXPERIENCE

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](#)