



CATARINA ALVES DE SOUSA

COPYWRITER & CONTENT WRITER,
BLOGGER, SOCIAL MEDIA
MANAGER

ABOUT

I am a natural storyteller, an experienced copywriter and social media manager always looking for creative adventures where I can apply my knowledge and skills for continuous improvement.

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Blogging
Project management
Layout design
Photography
Photo editing

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

P: +351 914 413 689
E: hello@joanofjuly.com
W: www.catarinasousa.pt

SOCIAL

Linkedin: in/catarinasousa/

Instagram: @joanofjuly

Twitter: @joanofjuly

WORK EXPERIENCE

CONTENT MANAGER

SA365 | Jan 2022 - Aug 2022

Content Manager for a large Portuguese company that owns several shopping centers all across the country.

COPYWRITER | CREATIVE PLANNER

YoungNetwork Group | Aug 2021

Strategic and creative planning for Chiquita Banana, with representation in the USA, Italy, Germany, Netherlands and Greece.

- Strategy development for social media
- Global copywriting for social media
- Reporting & global analysis of the results
- Working alongside with internal teams - design, digital and media

COPYWRITER | SOCIAL MEDIA MANAGER

Boost Your Digital | Out 2018 - Jul 2021

- Social Media strategy
- Copywriting & Storytelling
- Content marketing
- Define important social media KPIs

PERSONAL PROJECTS

- Bloggers Camp | 2015 -

Present

www.bloggerscamp.pt

An annual event for bloggers filled with creative talks and workshops.

- Joan of July | 2008 - Present

www.joanofjuly.com

My personal blog and creative platform.

- My first book: "Licencieiei-me... e agora?" (I graduated ... now what?)

A book I wrote last year (2017) for recent college graduates looking for their first job.

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Instagram: [@catalvesdesousa](https://www.instagram.com/catalvesdesousa)

Twitter: [@catalvesdesousa](https://twitter.com/catalvesdesousa)

CONTENT WRITER & MANAGER

Doutor Finanças | Oct 2016 - Jun 2018

- Create and publish engaging content
- Optimize content according to SEO
- Analyze website traffic and users engagement metrics
- Social Media Marketing & Facebook Ads creation
- Stay up-to-date with developments and generate new ideas to draw audience

MARKETING COMMUNICATIONS

Boonzi | Aug 2013 - Jun 2018

- Client support;
- Social media management;
- Producing Press Releases & Newsletters;
- Creating partnership strategies;
- Press relations;
- Portuguese to English translation;
- Identifying communication channels;
- Creating company literature and other forms of communication;
- Marketing communications campaigns development.

SOCIAL MEDIA MANAGER & TRAINER

Diário de Notícias | Feb 2011 - Aug 2012

- Online content and social media manager
- Content producer for journalism workshops and Media Education in the Media Lab DN project (Diário de Notícias).
- Writing of journalistic pieces, production and editing of sound and video contents, podcasts.
- Trainer in Journalism workshops.

EDUCATION

- MASTER DEGREE IN JOURNALISM

Nova School of Social Sciences and Humanities, New University of Lisbon| 2009 - 2011

- BACHELOR IN COMMUNICATION & CULTURAL STUDIES

University of Lisbon, Faculty of Letters| 2005 - 2008

OTHER COURSES

DIGITAL CONTENT MARKETING STRATEGY

Edit | 2018

CREATIVE WRITING

Escrever Escrever, 2016

INTRODUCTION TO SOCIAL MEDIA MARKETING

Nova Etapa | 2013

MARKETING MANAGEMENT

Nova Etapa, 2013