

# MARCELA NÓBREGA

## SOCIAL MEDIA ANALYST

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## PROFILE

Specialized in Digital Marketing and Communications, shows initiative, stability, learns fast and works well with deadlines. Has vast knowledge of social media platforms and Adobe softwares.

## SKILLS AND KNOWLEDGE

SOCIAL MEDIA MANAGEMENT  
WEBWRITING  
CREATING SOCIAL MEDIA CONTENT  
PHOTOSHOP, ILLUSTRATOR, PREMIERE  
WIX

## LANGUAGES

FLUENT ENGLISH  
BASIC SPANISH  
BASIC FRENCH

## WORK

- AGENTE LOCAL DE INOVAÇÃO** OCT 2015 - OCT 2017  
**SEBRAE**  
Promote innovation and improvements in small businesses in Brazil to increase their competitive potential and revenue.
- SOCIAL MEDIA ANALYST** JAN 2015 - APR 2015  
**FULLDESIGN**  
Maintain and monitor various companies' presences on social media. Use Twitter, Facebook, Instagram and other social networks to generate brand awareness, sales and promote customer service. Develop content, interpret social media and other online metrics.
- COMMUNICATIONS INTERN** AUG 2012 - JAN 2015  
**UNITED KINGDOM EMBASSY**  
Support the Communications and Public Diplomacy Team in the development of press releases, production of internal files and content for the mission's digital channels (website, Facebook, Twitter, YouTube, Flickr, etc.) in English and Portuguese.
- JOURNALISM INTERN** MAR 2012 - AUG 2012  
**EMPRESA BRASIL DE COMUNICAÇÃO**  
Complete an average of 2 news reports per day for a local news program (Cidade 980).
- ENGLISH TEACHER** JAN 2010 - DEC 2011  
**FISK CENTRO DE ENSINO**  
Teach English as a foreign language to students from the age of 4.

## EDUCATION

- INSTITUTO DE ENSINO SUPERIOR DE BRASÍLIA**  
**MBA IN MARKETING AND DIGITAL COMMUNICATIONS**  
APR 2015 - SEPT 2016
- UNIVERSIDADE DE BRASÍLIA**  
**SOCIAL COMMUNICATIONS**  
AUG 2009 - NOV 2014
- UNIVERSITY OF EAST LONDON**  
**JOURNALISM**  
JAN 2013 - JAN 2014  
Undergraduate exchange via Science Without Borders

## EXCHANGE

- UNIVERSAL ORLANDO**  
**SALES ASSOCIATE**  
DEC 2011 - MAR 2012  
Exchange program working in a shop at the Wizarding World of Harry Potter in Florida, USA.

## VOLUNTEER WORK

- THE STREET STORE**  
AUG 2015 AND MAY 2016  
Organizing, promoting and setting up a free pop-up store with donations for the homeless in Brasília, Brazil. The two editions helped, together, over 1,300 homeless people and engaged more than 200 volunteers.