

Sara Macedo

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Personal Statement

As a highly-motivated and results orientated Marketer, with 3 years of experience, I'm a creative and hardworking professional who has an open and positive mind.

Specialized in digital marketing, project management and marketing communication, thoroughly understand customer perceptions and expectations.

Photography is a huge personal passion of mine, which gives me the ability to express myself in a creative and positive way.

Technical Skills

Google Analytics	●●●●●●●●●●●●●●
SEO & SEM	●●●●●●●●●●●●●●
Email Marketing	●●●●●●●●●●●●●●
Wordpress CMS	●●●●●●●●●●●●●●
Social Media Marketing	●●●●●●●●●●●●●●

Languages

Portuguese	●●●●●●●●●●●●●●
English	●●●●●●●●●●●●●●
Spanish	●●●●●●●●●●●●●●
French	●●●●●●●●●●●●●●

Interests



Work Experience

Commercial Marketing Specialist (11/2017 - present)	IDC (International Data Corporation) - London Content Creation for go-to-market solutions, Develop & deliver social media activities, Track & Measure all activities and ROI.
Marketing Specialist (11/2016 - 11/2017)	Cisco Systems Portugal - Lisbon Marketing Strategy and Mkt plan, Social Media Management, Email Marketing, Events Management and co-marketing plans with Cisco partners.
Marketing Intern (05/2016 - 10/2016)	Cisco Systems Portugal - Lisbon Social Media Management, Email Marketing, Website Content Management, Integrated marketing campaigns and onsite event support.
Digital Marketing Specialist (2014 - 2015)	PM MEDIA CORPORATE - Porto Social Media Management, Website Content Management, Digital Marketing Strategy and Email Marketing.
Multimedia Manager (2012 - 2012)	BLOOM CONSULTING - Madrid Video Editing, Graphic Design, Social Media, Communication Strategy.

Education

MSc Marketing Management (2014 - 2016)	IPAM Porto Marketing Strategy, Branding, Leadership, Negotiation, Relationship MKT, Economy of Consumption, Business Law and Investment Projects Management.
Brand Management and Marketing Communication (Aug2015 - Jan2016)	Exchange Program: ERASMUS University of Southern Denmark Advanced Marketing Communication and Advanced Brand Management.
New Communication Technologies (2008 - 2011)	University of Aveiro Digital media, Communication, Web Design, Audiovisual, Marketing and Management.