

Sara Macedo

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Personal Statement

As a highly-motivated and results orientated digital marketer, with 2 years of experience, I'm a creative and hardworking professional who has an open and positive mind. I'm always ready for new challenges, giving my best in everything I do and facing everything with a huge motivation and a high sense of initiative. Photography is a huge personal passion of mine, which gives me the ability to express myself in a creative and positive way.

Techinal Skills

SEM	●●●●●●●●●●●●●●
SEO	●●●●●●●●●●●●●●
Email Marketing	●●●●●●●●●●●●●●
Copywriting	●●●●●●●●●●●●●●
Social Media Marketing	●●●●●●●●●●●●●●

Languages

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

Interests



Work Experience

Marketing Intern
(2016 - present)

Cisco Systems Portugal - Lisbon
Responsibilities: Social Media Management, Email Marketing, Onsite event support and Track/ Monitor program budgets, activities and ROMI

Digital Marketing Manager
(2014 - 2015)

PM MEDIA CORPORATE - Porto
Responsibilities: Social Media Management, Website Content Management, Digital Marketing Strategy and Email Marketing.

Graphic Design & Video Editor
(2011 - 2014)

FRAME PRODUCTIONS - Porto
Responsibilities: Graphic Design, Content Management, Video and Photography Editing and Image Capture.

Multimedia Manager
(2012 - 2012)

BLOOM CONSULTING - Madrid
Responsibilities: Video Editing, Video Capture, Graphic Design, Content Management, Network Management, Interaction Design and Communication Strategy.

Education

MSc Marketing Management
(2014 - 2016)

IPAM Porto
Marketing Strategy, Branding, Leadership, Negotiation, Relationship Marketing and Consumption Studies.

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.