



INÊS GONÇALVES

MARKETING & COMMUNICATION

ABOUT ME

I am a proactive young woman, eager to learn and develop my skills. Music, photography and art are my passion. I am constantly looking for opportunities that will make me grow as a person and as a professional. I believe that my resilience helps me solve challenges and obstacles.

WORK EXPERIENCE

Marketing Communications Analyst | Oct 2023 - Present

Casa de Investimentos, Gestão de Patrimónios, S.A.

- Social media management and content creation with Figma, video and audio edition with Adobe Premiere Pro and Adobe Audition, copywriting, identify market opportunities and trends, newsletter with MailChimp, booklets creation with Adobe InDesign, monitor and evaluate the performance of marketing campaigns and organization of events

Freelancer Edit Value | May 2022 - Oct 2023

Edit Value - Apoio à Gestão

- Marketing plans, e-books

Public Relations | Sep 2021 - Jun 2022

Tuna de Medicina da Universidade do Minho (TMUM)

- Online content creation, social media management (+15% followers (350) on Instagram, events management and posters and videos development

Communication Department Member | Jan 2021 - Dec 2021

Academic Association of University of Minho

- Brands management: social media management, online content creation, copywriting, creation of digital campaigns

Digital Marketing Internship | May 2020 - May 2021

MARAK DIGITAL MARKETING (Madrid, Spain)

- Social media management, copywriting, Google Ads, subtitling of videos, in the scope of communications plans for Erasmus+ European Projects

EDUCATION

Master's in Communication Sciences | Sep 2022 - Present

School of Social Sciences of University of Minho

- Thesis: The impact of the digital influencers' communication on the decision making of generation X and Z consumers about motorhome travel

Bachelor's in Marketing | Sep 2019 - Jun 2022

School of Economics and Management of University of Minho

- Solving real marketing and strategy problems, developing communication and marketing plans, market research, entrepreneurship projects
- Active participation in workshops and lectures (total of 29) for developing soft skills in the EEGenerating Skills program

CERTIFICATES

Storytelling for Digital Marketing

Santander | May 2024

Your Future Is Digital

Lisbon Digital School | Apr 2024

Find Your Inner Finn - Master in Happiness

Visit Finland | Mar 2024

AdSummit

Roberto Cortez | Oct 2023

Adobe Photoshop Course (8h)

NEMKT | Nov 2022

English C1 Course (48h)

Babelium | Feb 2022


MS Advanced Excel (12h)

TecMinho | Apr 2021

Spanish for Tourism A2 (30h)

Babelium | Feb 2020


INFO

 Braga, Portugal

 goncalves.ines01@gmail.com

 linkedin.com/in/inesgoncalves/

 www.inesgoncalves.pt

 +351 932 514 424

 31.08.2001

 Driver's License, B category

SPOKEN LANGUAGES

Portuguese (Native)

Inglês C1

Espanhol A2

HARD SKILLS

Marketing & Communication

Copywriting

Instagram, Facebook, LinkedIn, TikTok, Youtube

Canva

Figma

Word, PowerPoint, Excel

Filmora

MailChimp

Google & Facebook Ads

Adobe Premiere, Illustrator, Photoshop,

InDesign, Audition, AfterEffects

SOFT SKILLS

Teamwork

Organization

Resilience

Responsability

Communication

Fast Learning

Complex Problem Resolution

Emotional Intelligence

INTERESTS

 Music

 Travel

 Photography

 Animals

 Art

 Books