

MARCELLA PASQUARELLI

Brazilian/Italian
29 years old

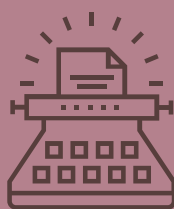
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EXPERTISE FIELDS



CONTENT MKT



COPYWRITING



EDUCATION

MASTER'S DEGREE

Media and Communication Sciences - Technische Universität Ilmenau
Germany - 2014

BACHELOR'S DEGREE

Communication - Advertising - UMESP
Brazil - 2010



PROFESSIONAL EXPERIENCE

AWIN NOV/2015 - MAY/2017

JOB TITLE: Marketing Manager.

ACTIVITIES: Content Marketing (blog, seasonal campaigns, workshops and social media); Social Media Management; PR (creation of articles, press releases and case studies); E-mail Marketing; Event Planning.

DEALINO ERFURT, GERMANY- AUG/2014 - SEP/2015

JOB TITLE: Marketing & Content Manager

ACTIVITIES: Content Marketing for couponing websites (website, blog, articles for linkbuilding); Affiliate Marketing; SEO/SEM Strategies; Social Media Management; E-mail Marketing.

6 COLORS GMBH - ILMENAU, GERMANY JUL/2013 - JUL/2014

JOB TITLE: Media and Communication Professional.

ACTIVITIES: Same activities developed at Dealino.

VIZCAYA COSMÉTICOS MAY/2009 - FEB/2011

JOB TITLE: Marketing Assistant

ACTIVITIES: Online media actions development; Offline Media; PR strategies; B2B Communication; Communication with sales team; Planning and organization of events and training.

WORK PERFORMED WITH THE BRANDS: Bulgari, Burberry, Hermès, Lanvin, Moschino, Salvador Dalí, Van Cleef & Arpels e Versace.



INTERNATIONAL EXPERIENCE

GERMAN LANGUAGE COURSE 2011 - 2012

Universität Heidelberg

CERTIFICATE OF ADVANCED ENGLISH - SCHOOL KGIC 2006

King George International College (Canada)



SPECIALIZATION COURSE

DIGITAL METRICS SPECIALIST 2016

São Paulo Digital School



SKILLS

ENGLISH

GOOGLE ANALYTICS

GERMAN

SEO STRATEGIES

SPANISH

PHOTOSHOP

MICROSOFT OFFICE

INDESIGN