

# CARLOTA ALMEIDA

## SUMMARY

With over 7 years of experience in Communications, I have been focusing on Digital Marketing since 2019, namely blog writing, copywriting, social media management, and digital strategy. I'm currently based in New Hampshire and spend my free time hiking, thrifting, crafting, and going on new adventures.

## SKILLS

- Digital marketing strategy
- Social media management and strategy
- Short-form copywriting
- Long-form copywriting and blogging
- Editing and proofreading
- Editorial planning
- Email marketing
- Project management
- SEO
- Public relations
- Social media and Google Ads
- Google Analytics and GA4
- ActiveCampaign and Zoho
- Cision and MuckRack
- WordPress, Square Space
- Basic video editing
- Basic knowledge of Photoshop/Canva
- Full proficiency in English
- Native Portuguese speaker
- Conversational French and Spanish level

## CONTACT INFORMATION

Mobile +1 (603) 731-0686

Email carlotamfma@gmail.com

Location Laconia, NH

## WORK EXPERIENCE

### Co-Founder and Managing Director

*Studio 65 - Laconia, New Hampshire, USA*  
JAN 2024 - current

- Offering full-service Marketing and Communication programs for small businesses and non-profits in New Hampshire.

### Marketing Manager & Project Manager

*The Enablement Group (TEG) - Laconia, New Hampshire, USA*  
FEB 2023 - DEC 2023

- Social media management, blog editorial and writing, sales collateral creation, copywriting, email marketing, newsletters for a client in the autonomous vehicle space, and TEG.
- Project Management of corporate training videos.

### Freelance Copywriter

2022 - 2023

- Production of articles and campaigns for several New Hampshire-based non-profit organizations focused on Justice and Equity, Economic Development, Small Business Ownership, Pediatric Therapy, and Public Health.

### External Communications & Social Media Specialist

*tb.lx by Daimler Trucks & Buses - Lisbon, Portugal*  
NOV 2019 - DEC 2021

- Manage Instagram, LinkedIn, Facebook, Twitter, Medium blog
- Creating and editing video and photo content, newsletters
- Writing and sending Press Releases, maintaining contact list
- Supporting onsite and online conferences/meetups/events

### Public Relations and Web Content Intern

*Louis Karno & Company - Concord, New Hampshire, USA*  
MAR 2019 - SEP 2019

- Writing monthly newsletters, editorial planning, writing press releases, corporate blogging, SEO, Google Ads, Managing social media (Instagram and Facebook)
- Photo and video coverage of client events, registrations

### Communications Consultant

*Cunha Vaz & Associados - Lisbon, Portugal*  
OCT 2016 - DEC 2018

- Daily and monthly clipping reports, managing databases, research projects, media planning, media relations
- Writing press releases, Portuguese-English translations, preparing corporate presentations
- Support organization of press conferences and client events

## EDUCATION

### Content-led SEO

*Semrush Academy, December 2022*

### Fundamentals of Digital Marketing

*Google Digital Garage, June 2019*

### Social and Cultural Communication/Journalism Bachelor Degree

*UNIVERSIDADE CATÓLICA PORTUGUESA, 2013-2016*  
*Lisbon, Portugal*