



BÁRBARA SOUSA

Social Media Manager

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Former lawyer who turned a passion for pop music into a career. Social Media Manager skilled in community management and project management. Experienced in creating and executing creative content plans, and managing big artists' social media and music platform accounts in "always-on" and release strategies.

Work History

2024-02 - Current

Social Media Manager

California Agency, Sao Paulo, BR

- Mainly responsible for IZA's social media accounts and digital platforms, and community management in IZA's HQ
- Part of Warner Music's Social Media Managers team in Brazil
- Development of strategic content planning; Editing of mobile videos and creation of briefings and scripts
- Increase listener and fans engagement through social media.
- Manage multiple social media platforms, ensuring a consistent brand voice and message.
- Monitoring social media trends and emerging platforms, adopting new strategies to stay ahead of the competition.
- Analyzing and reporting social media and online marketing campaign results.

2023-03 - 2024-02

Digital Planning Assistant

Agência de Música, São Paulo

- For artists at Agência de Música and the label We4Music: IZA, Luccas Carlos, Hodari, and Marô
- Social media management, metrics analysis, and engagement;
- Project coordination related to artists, including production of promotional materials and campaigns
- Community management and fan engagement
- Developed creative multimedia assets for use in digital advertising campaigns, driving increased click-through rates and conversions
- Designed marketing material and social media posts to promote musical performances

2017-11 - Current

Social Media Moderator

Central Dua Lipa Page, Remote

- Creative content creation and translation
- Community management
- Created and implemented impactful content in social media to increase releases engagement in collaboration with Warner Music Brazil and Portugal
- Successfully built a loyal following by consistently sharing content content that resonated with the target audience: Dua's fans in Brazil

2014-11 - Current

CEO

Loja Shiva

- Established successful business by identifying market needs and developing innovative solutions.
- Achieved company growth by implementing online brand presence
- Established and maintained strong relationships with customers, and strategic partners.



Skills

Planning and executing content strategy

Content Creation

Analytics and Reporting

Monitoring content and marketing trends

Project management with creative team

Attention to Detail

Excellent Multitasking



Education

2024-01 - 2024-07

Extension Course: Social Media Marketing

EBAC (British School of Creative Arts) - ONLINE

2024-01 - 2024-01

Copyright: From Theory to Practice

Institute of Technology And Society - Rio De Janeiro | BR

2023-11 - 2024-01

Music Marketing Course

School of Music & Business - Rio De Janeiro | BR

2020-03 - 2022-03

Digital Marketing Course

DigiGirls - ONLINE

2013-05 - 2018-05

Bachelor of Law: Law

Federal University of Grande Dourados - Mato Grosso Do Sul | BR



Languages

Portuguese



Bilingual or Proficient (C2)

English



Bilingual or Proficient (C2)