



## Fabiane Cavalcante

**Date of birth:** 04/01/2000

**Place of birth:** Sobral, Brazil

**Nationality:** Brazilian

## CONTACT

Av. da República 441, Póvoa de Lanhoso  
4830-513 Póvoa de Lanhoso, Portugal (**Home**)

[fabianecavalcante0401@gmail.com](mailto:fabianecavalcante0401@gmail.com)

(+351) 910572367

<https://www.fabianecavalcante.com/>

910572367 (**Whatsapp**)



europass

## ABOUT ME

Communication improvements and institutional development are my goals. I believe one is deeply linked to the other, and once I start a job in this area of work, I dedicate my work to cooperating with the **business's growth**.

## WORK EXPERIENCE

**Fixe Comunicação** Sobral, Brazil

**Advertising copywriter**

12/2020 – 04/2021

- Agency client advisory
- Content production
- Development of campaigns and strategies for client market growth

**Luciano Feijão's Group** Sobral, Brazil

**Marketing assistant**

05/2021 – 07/2021

- Selling courses for Luciano Feijão College
- Advisory for the branches of Luciano Feijão College and School
- Social media management
- Paid traffic

**Flex And Comunicação** Fortaleza, Brazil

**Advertising copywriter**

07/2021 – 05/2022

- Creation of advertising materials
- Development of campaigns for clients in different sectors of the public and private markets
- Conceiving and developing marketing and advertising strategies for the growth of companies, applying them through visual communication, writing (tailored to the target audience), social media, pamphlets, billboards, radio, and TV.

**DiverLanhoso** Braga

**Marketing director**

14/10/2024 – 01/07/2026

- Developing marketing strategies
- Creating content for official communication channels
- Strategic Communication
- Analyzing and improving internal communication
- Producing photographic and audiovisual material for the company
- Organizing internal administrative processes to improve communication
- Marketing and resource management

**Mimo's Smoke House** Braga, Portugal

**Communication manager**

01/02/2024 – 01/10/2024

- Strategic communication planning
- Creative content for social media
- Press Releases
- Scriptwriting
- Video production and editing
- Photography

- Media contacts and PR promotion in the Braga and Porto region (Portugal)
- Organizational Communication

#### ● **University Center of Uninta** Sobral, Brazil

##### **Admissions office**

19/12/2019 – 19/11/2020

- Sales marketing for courses
- Student recruitment for the university
- Creation and development of actions and strategies to attract candidates.

#### ● **Sobral 's City Hall** Sobral, Brazil

##### **Communication Advisor**

03/2022 – 12/2022

- Advisory of the Department of Urbanism, Housing, and Environment
- Managing the relationship between people and the public agency
- Texts, releases and scripts for TV, radio, newspapers, and social media
- Coverage of events
- Internal and external crisis management
- Strategic communication

#### ● **Ice Tea Feel Good** Braga, Portugal

##### **Freelancer**

01/10/2024 – 01/06/2025

- Strategic communication planning
- Creative content for social media
- Press Realeases
- Scriptwriting
- Video production and editing
- Photography
- Media contacts and PR promotion in the Braga and Porto region (Portugal)

## EDUCATION AND TRAINING

02/2017 – 02/2021 Sobral - CE, Brazil

#### ● **Bachelor's degree in Social Communication - Journalism** University Center of Uninta

Website <https://uninta.edu.br/>

01/2020 – 12/2022 Sobral - CE, Brazil

#### ● **Specialization in "Management in Communication Advisory and Digital Media"** University Center of Uninta

Website <https://uninta.edu.br/>

09/2023 – CURRENT Braga, Portugal

#### ● **Master's in Advertising and Public Relations** University of Minho

Website <https://www.uminho.pt/PT>

## LANGUAGE SKILLS

**MOTHER TONGUE(S):** Portuguese

**Other language(s):**

English

Listening C1

Reading B2

Writing B2

Spoken production B2

Spoken interaction C1

## Spanish

**Listening** A2

**Reading** A2

**Writing** A1

**Spoken production** A2

**Spoken interaction** A2

---

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## SKILLS

Team management & team work | Great communication and interpersonal skills connected to teamwork. | Advertising | Marketing de Mídias Sociais | Strategic Communication | Copywriting (Redação, edição e revisão de conteúdos) | manage distribution channels | identify potential markets for companies | align efforts towards business development