

Ana Beatriz Costa

Journalist and marketing specialist



Contact

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Brasília, Federal District - Brazil

About Me

Journalist, Social Media Specialist, and Digital Marketing Expert with eight years of experience in the field. Extensive background in press relations, digital marketing, social media management, and content creation. Passionate about reading, photography, traveling, and writing. Seeking remote opportunities.

Skills

- Event organization and coverage
- Podcast production and voiceover
- Digital entrepreneurship
- Social media and internal marketing management
- Technical and marketing tools proficiency
- Team and intern management
- Crisis communication and public relations

Education

- **Postgraduate degree in Marketing & Growth**
Faculdade Descomplica 2024 - 2025, ongoing
Focused on advanced strategies for business growth, digital positioning, data-driven marketing, and customer acquisition.
- **Posgraduate degree in Digital Marketing & Social Media**
CEUB 2021 - 2022
Specialized in digital strategies, content marketing, social media management, and online advertising.
- **Bachelor degree in Social Communication - Journalism**
CEUB 2017 - 2020
Developed strong skills in investigative journalism, press relations, media production, and digital storytelling.

Experience

- **Social media**
Infographya Comunicação 2024 - Present
Responsible for content production, e-book creation, social media management, email marketing campaigns, social media monitoring, copywriting, SEO optimization, and advertising client service.
- **Social media analyst**
Strauss Comunicação 2023 - 2024
Worked on strategic planning, social media monitoring and management, event photography coverage and content production, presentation of marketing commercial actions, and advertising client service.
- **Administrative assistant | Press Officer**
FNDE 2022 - 2023
Handled event photography coverage and content production, created digital materials for social media, edited photos and videos using Photoshop and Premiere, managed social media accounts, produced articles, and conducted daily media monitoring (clipping).
- **Journalism Intern | Press Officer**
Grupo Raul Canal 2018 - 2022
Managed communications for multiple organizations, developed internal and external communication strategies including internal marketing (endomarketing), monitored social media and created campaigns, covered events through photography and content creation, and produced graphic materials such as magazines, cards, and flyers, ensuring high-quality content and brand consistency.

Languages

Portuguese

Fluent

English

Advance Proficiency

References

Laury Vasconcelos

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