

# THAYSSA TIGRINHO

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## Professional Summary

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Passionate about communication and marketing, I'm transitioning to Canada with a firm belief in its pivotal role in business growth. With my experiences, I excel in crafting compelling content that drives engagement and boosts sales. My expertise lies in creating persuasive copy, developing creative marketing strategies, doing market research to improve content development, and producing quality written materials that resonate with target audiences.

## Skills

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- Creative Writing
- Content Strategy
- Social Media Management
- Advertising Copy
- Brand Messaging
- Marketing Research
- Collaborative Teamwork
- Portuguese native speaker
- Fast learning
- Creative Thinking

## Education

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**FEBRUARY 2019 TO DECEMBER 2022**

**BACHELOR IN JOURNALISM, CENTRO UNIVERSITARIO DE TECNOLOGIA DE CURITIBA – CURITIBA, PR - BRAZIL**

During this course, I acquired communication skills in both writing and speaking. In addition to learning to pay high attention to detail and acquire creative skills.

**SEPTEMBER 2023 TO APRIL 2025**

**PROCESS CONTROL TECHNICIAN, NEW BRUNSWICK COMMUNITY COLLEGE – SAINT JOHN, NB - CANADA**

## Work History

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**OCTOBER 2022 TO JULY 2023**

**ADVERTISING COPYWRITER JR, WDK AGENCY – SAO JOSE DOS PINHAIS, BRAZIL**

- Developed strategic social media posts to engage target audiences effectively.
- Enhanced brand recognition by developing creative and captivating advertising copy.
- Collaborated with design teams to create visually appealing advertisements that resonated with target audiences.
- Optimized ad performance through extensive research and in-depth understanding of industry trends.
- Maximized campaign success with strategic keyword incorporation and SEO best practices.

## DECEMBER 2020 TO OCTOBER 2022

### MARKETING ASSISTANT, CENTRO UNIVERSITARIO DE TECNOLOGIA DE CURITIBA – CURITIBA, BRAZIL

- Responsible for institution's digital media, as a marketing assistant and content creator.
- Increased brand awareness by implementing targeted marketing campaigns and social media strategies.
- Image and video production for social media.
- Developed commercial strategies and captured new customers through Facebook Advertising.
- Posted daily stories to interact with my followers and monitored and responded to comments and inbox messages on social media.
- Maximized event attendance with thorough planning, promotion, and logistics support for events and workshops.
- Created customized marketing materials to increase product awareness.

## Certifications

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- **CUSTOMER EXPERIENCE**, ESCOLA CONQUER - 2022
- **FACEBOOK AND INSTAGRAM ADS COURSE**, UDEMY - 2022

## Activities

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What I seek is to constantly develop myself professionally and as a person. I have already led some volunteer groups, such as photography volunteers with approximately 25 people and a young Christian group with 10 young, both at a local church in Brazil.

I'm currently responsible for communication for a group of Brazilian women in Saint John, being responsible for digital media and content management.

With my experiences in Brazil, I can contribute significantly to Canadian companies. My focus is always on helping the company grow in the market.

## Hobbies

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- Watch films and series (especially romantic ones).
- Photography.
- Make videos for my own Instagram.
- 3D printing design for my Etsy online shop.