


PERSONAL INFORMATION

Adriana Rezende



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WORK EXPERIENCE

2017–2019

Entrepreneur and Digital Content Specialist

Lintu Craft and Freelance (Brazil / Finland), Joensuu (Finland)

- Entrepreneur:

During the past two years I have been planning and founding a physical company in Brazil and an online store in Finland.

- Freelance script writer and graphic content creator - Websites, blogs and YouTube channels:

As a freelancer I have been creating original web and graphic content for different websites, blogs and YouTube channels. As well as writing pieces, fiction and nonfiction, for magazines, newspapers, newsletters, and marketing ads on the web and other communication media.

2015–2017

Brand and Marketing Coordinator & Freelancer

D-Hydro Oy & Others, Joensuu (Finland)

Responsible for creation and management of projects related to branding and product sales strategies, for local and international markets. Close cooperation with Sales and Customer Service departments. Online visibility improvement (Social Media, SEO, SEM, Google Ads and Analytics). Use of digital tools (Photoshop, Illustrator, Drupal, Joomla, WordPress, etc.) to design and produce contents for different online marketing channels. Market research.

- D-Hydro Oy – www.dhydro.fi - B2C, B2B (2015-2016)

- Freelancing (2016-2017)

2010–2013

Marketing Specialist

Waucher.pt – Portugal (2010-11), Mainostoimisto Donner&Blitz Oy donnerblitz.com (2013)

In charge of all marketing communications (graphic designing, writing, translations, etc. for different media channels). Responsible for coordinating projects on online visibility and brand improvement (Social Media, SEO, SEM, Google Ads and Analytics).

2012–2016

Sole Entrepreneur – Online shop - Home Décor and Fashion Accessories

Anna Fashion Finland - Part-time, Joensuu (Finland)

Entrepreneurial tasks, import-export, marketing, sales, logistics, customer service
Anna Fashion - Finland (Part-time)

2009–2010

Camerawoman, production assistant & editor

Localvisão TV – Portugal, Braganca (Portugal)

Filming, editing, writing & producing of reports, documentaries & promotion videos.

Sales Person, Cashier, Radio Host/Broadcaster

Portugal: Programa Marketing & Communication, Casa Décor - Brazil: Radio Natureza FM

EDUCATION AND TRAINING

- 2014–2018 **BBA (Bachelor Business Administration) - International Business Specialization** EQF level 6
 Karelia University of Applied Sciences, Joensuu (Finland)
 - Business competences, projects and team management, market research, Marketing.
- 2005–2009 **Multimedia Engineer – Audiovisual and Graphic Design Specialization** EQF level 6
 ESaCT - University of Technology and Management (Portugal), Braganca (Portugal)
 - Marketing, audio, video (filming, editing and producing), image (graphic and webdesign)

PERSONAL SKILLS

Mother tongue(s) Portuguese

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Finnish	B2	B1	B2	B2	B1
Spanish	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills I am an outstanding and creative communicator, who constantly look to expand knowledge and increase social and professional networks.

Organisational / managerial skills I am a dynamic person, who adapts to different situations. I like to work in multicultural environments and help to build team spirit. I excel in keeping projects on track and meeting deadlines.

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

Photoshop, Illustrator, InDesign, Video Premiere, Google & Social Media Marketing Tools, CRM, Joomla, WordPress, Office Suite, Others

Artistic / Social skills and hobbies

- Former singer in a professional band,
- Traveling, reading and hand crafting
- Cinema, photography and music enthusiast

Driving licence A, B