Ana Caroline Lourenço dos Santos

Cork, Ireland |Mobile: 0833246432

**Email:** carollourencos@gmail.com **LinkedIn:** https://[www.linkedin.com/in/carollourencos/](http://www.linkedin.com/in/carollourencos/)

**Portfolio: https://www.anasantos.info/**

# Career Profile

A dynamic and analytical Digital Marketing professional with a master’s degree in digital marketing Strategies, supported by a solid foundation in business administration. I possess comprehensive skills in SEO, Digital Advertising, Website Optimization, Content Creation, Social Media Management and CRM. Presently excelling as a Digital Content Coordinator - E-commerce at M&P O'Sullivan.

# Education

**MSc in Digital Marketing strategies.** MTU (Munster Technological University) – Sept. 2021 – Sept. 2022

**Core modules:** E-commerce, Display and Search Advertising, Google Analytics, SEO, Lead Generation, Social Media Advertising (Facebook and Instagram), Website Optimization, and Content Creation.

**BA in Business Administration**. University Nove de Julho - Jan 2015 – Dec 2018.

# Professional Skills

* Google Analytics: Employed Google's measurement tools to enhance business campaign performance.
* Market Research: Conducted analysis for businesses such as AMARI and Primark, presenting detailed reports and recommendations.
* Content Creation and Market Research: Researched brand presence for B2B and B2C companies, offering tailored content strategies for different social media platforms.
* SEO: Implemented inbound marketing and organic search efforts, achieving a 67% increase in website traffic within the first month for a B2C company.
* Website Optimization: Managed WordPress websites to enhance user experience.
* Paid Social Media Ads: Oversaw paid ad campaigns, crafted resonating ad copy, and analyzed performance data for effective targeting.
* Graphic Design for Social Media Campaigns: Canva

# Employment / Placement

## DIGITAL CONTENT COORDINATOR | ECOMMERCE PLATFORM | M&P O’SULLIVAN| PRESENT

* Contributing with the e-commerce strategy development, collaborating across teams to optimize website content and drive customer engagement.
* Apply Product Strategy to position products according to the target audiences for effective campaigns.
* Craft compelling marketing initiatives aligned with product strategies to boost sales.
* Manage digital content, SEO optimization, and brand consistency, enhancing user experience.
* Utilize data-driven insights to track KPIs and adapt strategies.
* Enhance the brand's online presence through effective content planning and execution, aligning with business objectives.

## DIGITAL MARKETING ASSISTANT| BYRNELOOBY ENG. CONSULTANTS |AUG. 2022 – MAY 2023

* CMS Management (HubSpot) – Website management, including copy, content, and graphics.
* Social Media Content Creation.
* Design and creation of imagery, graphics, and videos.
* Analytics: Analysis and Reports of website and social media performance.
* Email Marketing: Assisting the team with the planning, execution, and reporting of internal email campaigns.
* CRM - Managing interactions with customers and potential customers.

## ADMINISTRATIVE ASSISTANT| SANTA CASA DE SÃO PAULO (HOSPITAL) |2014-2019

* Assisted in corporate events.
* Planned and executed events and marketing programs.
* Generated attractive and consistent graphic designs for use in internal marketing.
* Worked with supervisors and management to maintain status reports and update information for internal client projects.
* Developed and updated spreadsheets and databases to track, analyze, and report on performance and absenteeism.

# Personal Skills

**Leadership and teamwork**: I was elected captain of my class for a knowledge rally for two consecutive years. Being responsible for addressing tasks, defining goals and most of all being a hearer and open to suggestions were essential features for the success of my team. Among the three colleges, we won 2nd place in the podium in 2017 and 1st place in 2018.

**Communicative and resilient**: working with essential service during the lockdown I could recognize my capacity of adaptability in a short period. Not only being resilient was necessary but also the ability to communicate with customers in a professional, gentle, and clear way. To provide them with joy and good experience in those difficult times.

**Events logistics management:** One significant accomplishment in my career was being capable of creating and managing an event related to internal and digital marketing for over 1,000 employees in a short time, less than 10 days. The purpose of this event in partnership with the Nursing Board was to improve employee engagement and interaction with the Company's digital platforms, colleagues, and mainly with patients.