

Karina Matozinhos
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Objective

To apply my skills and experience with Marketing and Communication in a good company.

Skills

Communications and Public Relations.
Consistent at work and can balance various projects.
Mapping strategies.
Strong verbal and writing aptitudes.

Experience

2014 - Advertising Copywriter and Press Officer - Tupã Comunicação (Brazil)

Managed Facebook, Twitter and Instagram postings, offering interesting content for each media every day.
Responsible for writing texts for blogs and websites.
Political campaign (social media) writing, review and analysis of statistics, monitoring popularity, by the number of visitors to the page, of politician Dilzon Melo, one of the most elected in Brazil.
Coordinated various types of advertising campaigns.

2012 - 2013 - Press Office Trainee, Television/ Communication Sector of Federal University of Viçosa (Brazil)

Wrote and published institutional news, conducted interviews (faculty, public, etc.), managed the university's media.

2010 - 2011 Press Office Trainee - Fundação Arthur Bernardes (Brazil)

Developed e-newsletters. Photographed events, maintained contacts with the regional press. Created an online house organ that solved the problem of lack of internal communication.

Education

Specialization in Strategic Marketing - 2014
Pontifical Catholic University of Belo Horizonte

Bachelor of Social Communication - 2013
Federal University of Viçosa

