

RAQUEL CARVALHAIS

Digital Marketing | Paid Media | Content & Performance

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PROFESSIONAL SUMMARY

Marketing and design professional with freelance experience in social media content creation, digital marketing support, SEO research, and landing page development. Skilled in creating visual assets using Canva Pro and Illustrator, with additional experience in image and video editing. Highly organized, detail-oriented, and comfortable working with digital tools, coordinating tasks, and adapting to new workflows. Currently pursuing a Bachelor's degree in Marketing at PUC Minas, with an interest in data-informed marketing, email campaigns, and accessible educational content.

PROFESSIONAL EXPERIENCE

Freelance | Marketing & Design Support

2024 – Present

- Supported Google Ads and Meta Ads campaigns through campaign setup, audience targeting, ad creative development, performance monitoring, and optimization.
- Planned social media content and created visual assets aligned with brand identity, audience needs, and campaign objectives.
- Developed landing pages and digital marketing materials, considering user experience, messaging, and conversion goals.
- Conducted online research and applied SEO knowledge to support content discoverability and digital visibility.
- Managed projects from planning through execution, organizing priorities, deadlines, deliverables, and client communication.
- Used performance indicators and campaign data to support optimization decisions and identify opportunities for improvement.

Trinité | Digital Marketing & B2B Communications

2026

- Research competitors, industry positioning, and digital communication practices to identify opportunities for improvement.
- Assess website and social media presence across LinkedIn and Instagram, identifying gaps in brand positioning, content relevance, and consistency.
- Contribute to B2B marketing strategy and content planning, aligning communication initiatives with business objectives and target audience needs.
- Organize research findings and translate them into actionable recommendations for digital presence and brand communication.

Cultura Inglesa | Marketing Intern — Temporary

2025

- Planned and executed social media editorial calendars to support consistent brand communication.
- Created visual content and marketing materials aligned with communication objectives and brand identity.
- Coordinated content production tasks and organized workflows to support timely and consistent campaign execution.

EDUCATION

Pontifical Catholic University of Minas Gerais (PUC Minas)

Bachelor's Degree in Marketing | 2026 - 2030

SKILLS

- **Paid Media:** Google Ads, Meta Ads, campaign setup, audience targeting, creative testing support, performance monitoring, and optimization.
- **Content & Social Media:** Editorial planning, content calendars, social media content creation, visual communication, and brand consistency.
- **Research & Strategy:** Competitor research, audience research, online research, keyword research fundamentals, SEO fundamentals, and strategic planning.
- **Conversion & Web:** Landing page development, conversion-focused messaging, website analysis, and user experience fundamentals.
- **Analytics & Reporting:** Campaign performance indicators, metric monitoring, data organization, performance reporting, and insight development.
- **Project Execution:** Task prioritization, deadline management, workflow organization, attention to detail, and cross-functional collaboration.
- **Tools:** Canva Pro, Illustrator, DaVinci Resolve, Hubspot, Mailchimp, Google Workspace, Microsoft Excel, Word & PowerPoint
- **Languages:** Portuguese (Native), English (Advanced), Spanish (Basic)