

REBECCA FERREIRA

Marketing & Social Media Strategist | Fashion Industry Focus
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PROFESSIONAL SUMMARY

Marketing professional with hands-on experience in social media strategy, content creation, and brand partnerships within the fashion industry. Combines a growing personal content platform (24K+ combined followers) with formal marketing internship experience, a Vogue College of Fashion social media certification, and a business degree in progress. Skilled at translating audience insight and trend awareness into content and campaigns that build engagement and brand loyalty.

CORE SKILLS

• Social Media Strategy & Content Marketing	• Campaign Management & Analytics	• Brand Partnerships & Negotiation
• Digital Marketing & E-Commerce	• Client Relations & Customer Support	• Adobe Photoshop & Content Tools
• Trend Research & Audience Insight	• Cross-Functional Collaboration	• Bilingual: English & Portuguese

EXPERIENCE

Content Creator — Self-Employed Jan 2026 – Present
Seattle, Washington · Remote

- Grew and manage a fashion, slow-living, and Pacific Northwest lifestyle content platform across Instagram (~10K followers) and TikTok (~14K followers).
- Secure and manage paid brand partnerships and gifted collaborations, including negotiating rates and deliverables with agencies and direct brand contacts.
- Plan, shoot, edit, and caption content for fashion, secondhand/slow fashion, and lifestyle campaigns, maintaining a consistent editorial brand aesthetic.
- Organize in-person brand activations and community events, including a curated closet resale event produced with two fellow creators.

Social Media Marketing Intern, Marketing Team — The Refind Closet Aug 2024 – Dec 2025
Seattle, Washington · On-site

- Developed and implemented social media strategies alongside the marketing team, contributing to content calendars and campaign execution.
- Analyzed performance metrics and industry trends to inform content and campaign decisions.
- Managed marketing campaigns from concept through execution while providing customer support.
- Created engaging content across platforms, staying current on digital marketing trends and best practices.

Corporate Venture Capital & Business Analytics Extern — HP Oct 2024 – Nov 2024
Remote

- Completed a business analytics and venture capital extern program, applying business strategy, analysis, and communication skills to real-world case scenarios.

EDUCATION

Bachelor of Arts, Business, Management & Marketing — Seattle Pacific University Aug 2024 – Jun 2027 (Expected)
Associate of Arts and Sciences, Business/Managerial Economics — South Seattle College Sep 2022 – Jun 2024

CERTIFICATIONS

- Vogue Social Media Strategy and Marketing — Vogue College of Fashion (Mar 2026)
- Management of Fashion and Luxury Companies — Università Bocconi (May 2025)
- Digital Marketing & E-Commerce — Google (Aug 2024)
- Connected Leadership — Yale University (Sep 2023)