

CAMILA PORTO



STRATEGIC
PLANNING



DIGITAL
MARKETING



CUSTOMER
INSIGHTS



DIGITAL
MEDIA

EDUCATION

2013-2017

ADVERTISING & COMMUNICATIONS BACHELOR
@ UNIVERSIDADE FEDERAL FLUMINENSE

2015

**DIGITAL MARKETING: KEY
CONCEPTS AND METRICS**
@ GENERAL ASSEMBLY, NYC

2015

**INTEGRATED MARKETING
COMMUNICATIONS COURSE**
@ BARUCH COLLEGE, CUNY

2015

MARKETING COURSE
@ BARUCH COLLEGE, CUNY

2015

SOCIAL MEDIA MARKETING COURSE
@ BARUCH COLLEGE, CUNY

LANGUAGES

PORTUGUESE

NATIVE

ENGLISH

FLUENT

FRENCH

INTERMEDIATE

WORK EXPERIENCE

Account Coordinator @ Microsoft

AUG 2018 - PRESENT

Account Coordinator/ Search Specialist on Microsoft Advertising in Adecco on behalf of Microsoft.

- ▶ Understanding customers KPIs to support them to reach their goals through Microsoft Ads solutions;
- ▶ Delivering a premium customer experience and support to advertising agencies and direct customers;
- ▶ Providing strategic and tactic solutions, and account optimizations to increase customer's ROI and improve their paid search campaigns performance;
- ▶ Suggesting search campaigns structures and improvements for customers, and its commercial proposals;
- ▶ Analyzing data performance and turning it into insights to pitch profitable paid search ads suggestions to customers;
- ▶ Tracking and implementing paid search campaigns opportunities;
- ▶ Assisting Account Managers to delivery a high and profitability revenue growth for Microsoft.

Main Segments: Retail, Education and Travel (OTAs)

Digital Marketing Analyst @ Ô Insurance Group

SEP 2017 - JUL 2018

Mid digital marketing analyst working in marketing and communications at a brazilian insurtech, Ô Insurance Group (auto, benefits, affinity, digital and risk insurance consulting), and it's insurance e-commerce (Asseguro).

- ▶ Tactic and creative planning for strategic campaigns and customer relationship;
- ▶ Developing social media strategy, planning and content for Ô Insurance Group;
- ▶ Benchmarking, consumer behavior, market research;
- ▶ Developing communication and customer relationship flow focusing on inbound marketing;
- ▶ Developing organic media strategies and tactics to increase website traffic;
- ▶ Paid media (digital and offline) performance planning and execution focusing on generating conversions;
- ▶ Elaborating reports through monitoring to optimize the KPIs;
- ▶ Strategies optimization to insure ROI;
- ▶ Studying and monitoring the trends of the market segment (insurtechs e fintechs);
- ▶ Assisting developing digital strategies for B2B2C projects;
- ▶ Assisting in internal communications and endomarketing;
- ▶ Assisting in e-commerce business plan development.

Media Intern @ Ogilvy

SEP 2016 - AUG 2017

Digital (focusing on performance media platforms) and offline paid media execution for clients such as GSK, SC Johnson, OLX, FIRJAN, Paramount, BRP and CCAA. Assisting in media (on&off) planning for FIRJAN, GSK and BRP.

- ▶ Knowledge and usage of ComScore, Monitor Evolution and Google Analytics
- ▶ Creating and monitoring paid media campaigns on Google Adwords, Facebook Ads, Twitter Ads, LinkedIn Ads, DBM, Sponsored Links;
- ▶ Keyword, ads, CPC and CPA optimization and budget control;
- ▶ Active participation in clients meetings;
- ▶ Measuring and analysing KPIs elaborating media reports with tactic and strategic insights to clients.
- ▶ Negotiating to buy advertisement, keeping up with schedules, and elaborating reports

Digital Marketing Intern @ UFF

SEP 2016 - DEC 2017

Communications department's intern at Federal Fluminense University responsible for digital communication on <http://www.comunicacao.uff.br/>

- ▶ Development and installing Wordpress theme;
- ▶ UX optimization;
- ▶ Monitoring and optimization through Google Analytics;
- ▶ Planning and content creation for social media;
- ▶ Website's visual identity development;
- ▶ Content creation for the blog;
- ▶ Image editing.

Social Media Intern @ Abraham Global Marketing

OCT 2015 - MAR 2016

- ▶ Strategic and creative social media planning and execution;
- ▶ Assisting in web design and content.

LET'S TALK

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