

CARINA COSTA

MARKETING | COMMUNICATION | BRANDING

carinasdcosta@gmail.com • linkedin.com/in/carinasdcosta

Senior Marketing professional with a Master in Marketing & Communication. More than 13 years of experience helping brands to establish a leadership position within its respective industries by developing online and offline initiatives which deliver strong business results. Creative consultant for brand activations, e-commerce & communication campaigns.

QUALIFICATIONS

2017
**MASTERS DEGREE IN FASHION
MARKETING & COMMUNICATION**
Istituto Europeo di Design - IED,
Sao Paulo, Brazil.

2007
**BACHELOR DEGREE IN MEDIA &
COMMUNICATION**
Anhembi Morumbi University, Sao Paulo,
Brazil.

COURSES

02/2013 - 12/2018
ITALIAN LANGUAGE
Instituto Cultural Italo Brasileiro, Sao
Paulo

03/2011 - 06/2011
FASHION STYLING
Sao Paulo School, Sao Paulo

03/2010 - 04/2010
ENGLISH LANGUAGE
EF International Language Schools, Miami


02/2008 - 04/2008
ENGLISH LANGUAGE
Converse International SL, San Diego


2003 - 2004
ENGLISH LANGUAGE
EF International Language Schools,
London


SKILLS


MARKETING STRATEGIES **EVENTS**
CREATIVE CONTENT **DIGITAL MEDIA**
E-COMMERCE **CUSTOMER INSIGHTS**

LANGUAGES

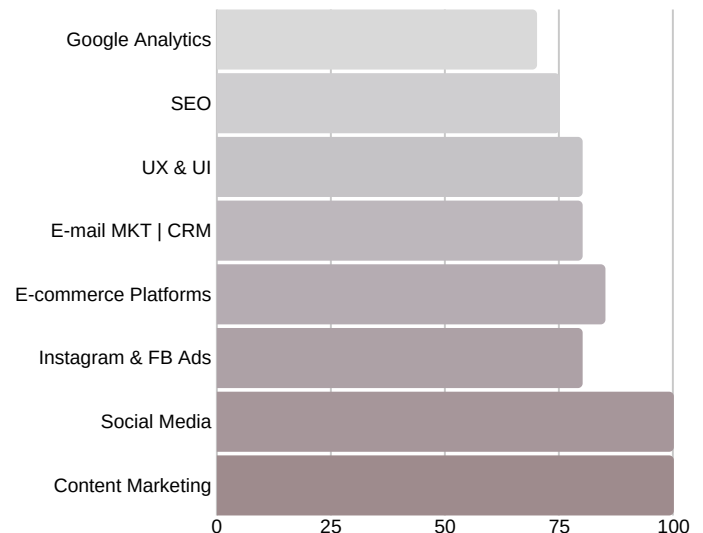
ENGLISH 

PORTUGUESE 

ITALIAN 

SPANISH 

DIGITAL MARKETING EXPERTISE



WORK EXPERIENCE

04/2019 - present

MARKETING & BRANDING CONSULTANT

FREELANCER | carinacosta.com.br

- Strategic consultant for brands providing marketing insights for retail, e-commerce and B2B projects.
- Social Media | Public Relations for bridal companies: Pronovias and Belle Sposa.
- Brand Strategies: E-commerce management for Tatiana Loureiro brand.
- Social Media: Instagram management for Julia Patez Atelier.
- Content editor: agrund.com for Sao Paulo Fashion Week during 4 seasons.

02/2017 - 04/2019

MARKETING MANAGER

LIQUIDO ACTIVE | liquidoactive.com

- Lead the strategy of the brand in the American, Australian and European markets.
- Define, lead and evaluate the global marketing plan.
- Develop the global e-commerce marketing strategy to drive visits and sales across the website.
- Create the annual marketing calendar, executing and planning activities to establish and maintain brand presence in the market.
- Approve all Liquido Active brand, product, retail & promotional communication campaigns across multiple channels & platforms.
- Manage all acquisition and retention activities across email, SEO, PPC, affiliates and remarketing.
- Work closely with the Performance Marketing agency to design campaign metrics and KPI's.
- Together with the Digital agency, design a Social Media activity calendar.
- Approve overall e-commerce marketing budget management.

- Implement and analyze sales and promotional campaign activities.
- Responsible to the e-commerce content to ensure the customer user journey is consistent with brand communications, providing the best customer experience possible.
- Manage all e-commerce operations: product catalogs, product descriptions and contents, newsletters and sales.
- Approve all digital arts working closely to the graphic designer.
- Providing guidance and coaching to the marketing team allowing them to perform with confidence while working on their skills.

08/2016 - 02/2017

CONTENT HUNTER

ISTITUTO EUROPEO DI DESIGN

- Cool Hunting: Owning a deep understanding of customer values, needs and behavior in order to uncover meaningful human insights and identify design, fashion, technology & cultural international trends.
- Plan and produce fashion and design content for the blog and social platforms.
- Develop cross-channel & multiplatform communication initiatives.
- Manage videos for Facebook, Youtube.

06/2010 - 06/2015

PRODUCTION COORDINATOR

FINA FILMS

- Leader of a video production team, responsible for managing the production of fashion TV shows and Youtube content videos to several Turner Broadcasting System channels and Fashion TV.
- Five years-experience on the coverage of Brazilian Fashion Week creating TV programs and special online projects at Sao Paulo Fashion Week, Fashion Rio and Dragão Fashion for pay TV channels and websites.