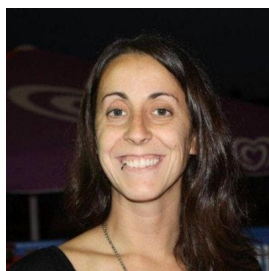


PERSONAL INFORMATION

Ana Peres



📍 Praça Quinta do Texugo, nº 1C – 2970-010 Sesimbra (Portugal)

☎ (+351) 939611076

✉ anaraquelperes@hotmail.com | geral@anaperes.com

🌐 www.anaperes.com

Gender Female | Date of Birth 10/07/1979 | Nationality Portuguese

PROFESSION

Designer / Marketeer / Marketing Manager

PROFESSIONAL EXPERIENCE

July 2019 – July 2020

Digital Marketing Assistant / Designer

BeGuest - Lisbon | www.beguest.pt

- Elaboration of Marketing Plan.
- Graphic design of stationery and other materials like window shop, etc.
- Copywriter (Management and Content creation).
- Web design (Graphic design and UI/UX of website of BeGuest).
- SEO optimization, analyze, improvement and reports.
- Photography of Local Accommodation houses and editing.
- Improvement of content in OTA's.
- Social Media Management, including Monthly Plan, dynamization, Ads and reports.
- Presentation to Clients.

[Local Accommodation Management](#)

June 2017 – May 2019

Graphic Designer

NOVA ERTEK - Setúbal | www.novaertek.com

- Brand identity (stationary papers, business cards, flyers, presentations, window shop publicity like posters, journals ads, catalog and brochures, merchandising, etc.).
- Development of campaigns, including Email Marketing.
- Web design, including graphic design of website and coding (HTML, PHP and Bootstrap).
- UX/UI design.
- Social Media Management (Facebook, Twitter and LinkedIn).
- Facebook Ads Campaigns.

[Human Resources](#)

June 2018

Graphic Designer / Web Designer (Freelancer)

CrossFit 2725 - Sintra | www.crossfit2725.pt

- Brand Design of Box CrossFit 2725.
- Design of website in Wordpress.

[Fitness](#)

January 2017

Graphic Designer / Web Designer (Freelancer)

MY HOME Sesimbra - Sesimbra | www.myhome-sesimbra.com

- Brand Design of My Home Sesimbra and Graphic Design of stationary.
- Design of website (HTML, PHP and Bootstrap).

[Local Host](#)

January 2016

Graphic Designer / Web Designer (Freelancer)

Sara Peres Vet - Sesimbra | www.saraperes.pt

- Brand Design Sara Peres Vet, as well, business cards
 - Design of website (HTML, PHP e Bootstrap).
- [Veterinary Services](#)

September 2011 - December 2013

Graphic Designer

MEXX - OPorto

- Graphic design of flyers, vouchers and several special days campaign materials (Sales, Valentine's Day), window shop publicity (vinyl, backdrops, etc.) and outdoors (moopie and bathroom campaign), fidelity cards for customers, email marketing, etc.

[Apparel Retail](#)

January 2011 - April 2017

Graphic Designer

GRUPO NETT - Setúbal | www.gruponett.com

- Brand design and Graphic design (stationary papers, business cards, flyers, presentations on paper and CD, window shop publicity like posters and vinyl, newspaper ads, catalogs, brochures).
- Product / Communication design.
- Seasonal campaign development (graphic design and web design related work).
- Web Design, including graphic design websites of all companies of the group and its final program (UX/UI design) and regular update of all websites of GRUPO NETT's companies, both in English and Portuguese language.
- Social network design and management, (Facebook, Twitter and LinkedIn) of all the companies of the group.
- Merchandise design.

[Human Resources](#)

May 2010 – August 2010

Graphic Designer / Web Designer

Porta de Comunicação - Lisbon

- Brand Design and Graphic Design.
- Magazine pagination.
- Web design.

[Communication/Design Agency](#)

July 2008 – March 2009

Designer

Filpes - São Marcos (PT)

- Development of projects and applications of automatic weighing.
- Execution of clients proposals (written and video).
- Revamp of the website.
- Design of catalogs, reports, technical datasheets, newsletters, postcards, etc.

[Industrial Automation](#)

December 2007 – Nowadays

Graphic Designer / Web Designer / Webmaster (Pro Bono)

Bianca - Sesimbra (PT) | www.bianca.pt

- Graphic Design, (flyers, outdoor posters, Christmas cards (print / online), calendars, tea mugs, etc.).
- Development of seasonal campaigns and follow-up of its results.
- Plan and organize events, campaigns and other volunteer activity.
- Art direction (for example, Bianca's calendar which included management of makeup and hair artists, photographers and models).
- Web Design (Joomla and Wordpress). As well Design and coding of online form for sponsorship.
- Webmaster of Domain, CPanel and emails.
- Email Marketing Management and report of results.
- Social network management of Facebook, Twitter, Youtube, Pinterest, Instagram, etc

[Non-profit Organization](#)

December 2002 - December 2017

Auditorship

Sonae Sierra – Vasco da Gama Shopping Mall

- Sales control.
- Supervision of Sales Reports.

September 2002 - October 2002

Administrative

Vítor Mestre e Sofia Aleixo Arquitectos – Lisbon

- Telephone Service and office tasks.
- Meeting transcriptions.

[Architecture](#)

March 2002 – August 2002

Administrative

ICAG - Culture Ministry - Lisbona

- Telephone Service and office tasks.
- Register of Intellectual Property.
- Archive organization.
- Data insert.

[Inspeção Geral das Atividades Culturais - Culture Minister](#)**EDUCATION AND
FORMATION**

January 2021

Digital Marketing Techniques and Social Media Management

Multicompetências - Lisbon (Portugal)

- Main Concepts of Digital Marketing.
- Blog as a powerful tool of SEO and Writing techniques.
- Digital Marketing Plan.
- Main tools of CRM and Automation.

November 2020

Marketeer - Marketing, Public Relation and Publicity

IEFP - Seixal (Portugal)

- Definition of Publicity and Marketing.
- Evolution of Marketing and principal concepts.
- Campaigns
- How to create a Marketing Campaign.

October 2020

E-Marketing - Concepts and Fundamentals

Citeforma - Lisbon (Portugal)

- Internet as the new channel of Marketing.
- E-Business.

March 2019

Market - Commercialization and Segmentation

Citeforma - Lisbon (Portugal)

- Definition of Stages of Commercialization.
- Competition and its implications.
- Market segmentation and its cycle of life.

February 2019

Buyer Behavior

Citeforma - Lisbon (Portugal)

- Definition of buying journey, stages and intervening in the purchase.
- Different types of Clients.
- Customer Service Evaluation.

January 2019 **Management and Marketing - Concept**

Citeforma - Lisbon (Portugal)

- Definition of Strategic Marketing and Operational Marketing.
- Client as the center.
- Marketing in the companies.

October 2017 **SEO, SEM and Analytics**

Citeforma - Lisbon (Portugal)

- Definition of e-marketing and e-business, in product/service strategy and learning how to use digital tools.
- SEO and SEM in practice and its differences.

July 2017 **Post Production Video**

Citeforma - Lisbon (Portugal)

- Editing, Color Grading, sound and special effects.
- Different formats of videos.
- Live transmission.

June 2017 **Digital Marketing**

Google Digital Atelier

- What solutions can Digital Marketing offer to companies.
- How to use all internet tools

June 2017 **Facebook and Instagram Ads**

Virginia Coutinho - Lisbon (Portugal)

- Program, creating and analysing Facebook and instagram ads via 'Business Facebook'.

May 2017 **UX/UI Design**

Citeforma - Lisbon (Portugal)

- Recognize main issues and solutions.
- Understanding mental patterns of users.

April 2010 **Joomla! - nível 1**

Frenetik Polis - Lisbon (Portugal)

- Installation and preparation of database for Joomla!.
- Database installation (MyPHP admin).
- General configuration and its security.

August 2009 **Graphic Arts**

LX School - Lisbon (Portugal)

- Different graphic art techniques.
- Different types of materials and printing

August 2008 **3D Animation Concept**

Citeforma - Lisbon (Portugal)

- Design of 3D cenarios.
- Creation of 3D objects, materials and lights.
- Creation of 3d videos.

September 2002 – July 2007

Industrial Design (Degree)

Universidade Lusíada de Lisboa

- Graphic Design.
- Web design.
- Prototipagem.
- Art Direction.

July 2002

DreamWeaver

Citeforma - Lisbon (Portugal)

- Create and coding Web pages.
- Layout format.
- Templates.

February 2002

WWW - Web Pages

Interforma - Lisbon (Portugal)

- Coding web pages in HTML.
- Styles, colours and CSS coding.
- Creating templates.

PERSONAL SKILLS

Native Language Portuguese

Other Languages

	UNDERSTANDING		SPEAKING		WRITING
	Oral Understanding	Reading	Oral Interacting	Oral Production	
English	C2	C1	C1	C1	C1
Spanish	A2	A2	A1	A1	A1

Level: A1/A2: Basic User - B1/B2 Independent User - C1/C2: Advance

Communication Skills

- Good ability as a Copywriter.
- Good ability of argumenting.

Organization Skills

- Excellent ability to lead teams.
- Excellent ability of workflow management and multitask.

Digital Skills

SELF ASSESSMENT				
Information Process	Communication	Content Creation	Security	Problem Solve
Independent User	Independent User	Advanced User	Independent User	Independent User

TIC

- Knowledge of Office.
- Good knowledge of Photoshop.
- Excellent knowledge of Illustrator.
- Good knowledge of InDesign.
- Excellent knowledge of Dreamweaver.
- Good knowledge of Flash.
- Good knowledge of Joomla.
- Excellent knowledge of WordPress.
- Good knowledge of Rhinoceros 3D.
- Good knowledge of Bongo.
- Good knowledge of AutoCAD.

- Other Skills
- Drawing, with formation at Fine Art National Society.
 - Photography, formation taken at 'Luz do Deserto' and Pedro Sadio Workshop.

Driving License B.

Annexes

- Formation Certificates at www.anaperes.com