

# GIULIA Fernandes

Graphic Design  
Digital Marketing

## Contact Details

giulimf@gmail.com

Stamp 4  
PPS

10 + years of office experience  
7 + years of digital marketing experience  
8 + years of Graphic Design

## Languages

- English (Fluent)
- Portuguese - Fluent

## Personal Profile

I am a dynamic and results-driven professional with over Seven years of experience in digital marketing. My passion for developing effective marketing strategies has been the foundation of my career, allowing me to create impactful campaigns that drive engagement and growth. I excel in collaborative environments, working seamlessly with diverse teams to achieve success. Dedicated to delivering outstanding customer experiences, I prioritise clear communication, active listening, and relationship-building to foster customer loyalty. Known for my patient and attentive approach, I ensure every interaction is meaningful and solutions-oriented. As a self-motivated and detail-oriented individual, I am committed to continuous learning and professional growth. My organised and meticulous work style enables me to manage multiple projects efficiently while maintaining a polished and professional presence. With a solid foundation in graphic design, digital marketing and a proactive mindset, I am eager to contribute to innovative initiatives and drive results.

## Skills and Abilities

- Creative
- Team worker
- Excellent interpersonal skills
- Friendly, polite and helpful
- Excellent work-ethic

## Career Summary

### THINK PRINT DESIGN - GRAPHIC DESIGNER

March 2023 - (Current)

Currently, I work as a Graphic Designer, managing a diverse range of design projects, including logos, brochures, flyers, booklets, banners, and more. In addition to my design expertise, I have strong experience in customer service, effectively understanding client needs and providing tailored solutions. I also possess in-depth knowledge of our company's products, enabling me to recommend the most suitable options. Additionally, I handle quotation management and oversee the company's social media channels, ensuring consistent branding and engagement.

### BRAINSTORMEDIA

October 2022 - March 2023

As a Graphic Designer and Digital Marketer, I create visually stunning logos, websites, and social media content for clients. I help companies to update their online presence through social media platforms and websites using inbound marketing and SEO. My skills include graphic design, inbound marketing, SEO, and social media management.

### FARMER BROWNS - OFFICE ADMINISTRATOR

August 2020 - September 2022 (Dublin)

- Social Media content creation (Instagram/ Facebook and LinkedIn)
- Digital Marketing reports (Instagram/ Facebook and LinkedIn)
- Designer (Instagram and Facebook)
- Website update and content

### GQA COMUNICAÇÃO

Digital Market Agency - (September 2018 - Aug 2020) - [2020 Home Office]

Duties: Customer service, Planner / Planning and Strategies of Social Media, Post in Social Networks, promote Posts in Social Networks, Media Online, Production of Online Content, Process optimization and performance reporting.

### M2BR

Digital Market Agency - (May 2018 - September 2018)

Duties: Planning and Strategies of Social Media, Post in Social Networks, Media Online, Production of Online Content, Process optimization and performance reporting. Designer.

### AON HEWITT

Insurance Company - (December 2015 - May 2018)

Duties: Answer incoming telephone calls. Area of Benefits (Health insurance), market study. Quotations, assembly of presentations and market strategies, health insurance sales. Co-ordination and preparation of meetings with directors.

### CITY HALL OF RIO DE JANEIRO

City Hall - (April 2014 - November 2015)

Monitoring of Social Networks. Creation and elaboration of awareness campaigns. Graphic design - Preparation of art and content online and offline. Service to the press and journalists

## Academic Background

### MASTER'S DEGREE IN GRAPHIC DESIGN

Graphic Designer - TU Dublin  
2021 - 2022

### MASTER'S DEGREE IN DIGITAL MARKETING

MBA international in Strategic Digital Marketing, Veiga de Almeida University (Brazil)  
2017 - 2018

### BACHELOR OF ADVERTISING

Degree in Social Communication, Advertising and Marketing, Veiga de Almeida University (Brazil)  
2010 - 2014

## Design Knowledge

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe InDesign

## Computer Knowledge

- Microsoft Excel and Office365 suite

## Extra Courses

- SEO - M2BR academy (Brazil)
- Inbound Marketing - Rock Content (Brazil)
- Instagram Marketing - M2BR academy (BR)
- Interactive Content Experience Strategy - Rock Content (Brazil)
- 2D Animation - Animator School (Brazil)
- 3D Animation (Basic) - Azmt school (Brazil)
- Adobe Premiere - Azmt school (Brazil)