

# MARIANA V. HONORATO



## SOCIAL MEDIA SPECIALIST & CONTENT CREATOR

### ABOUT

I'm a Social Media Specialist with a PR & Marketing background, seeking an opportunity to build disruptive strategies and create innovative content for creative industries in London.

### EXPERIENCE

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**SOCIAL MEDIA SPECIALIST** *from oct/19*  
Pignacolada | Digital agency @ Milan, IT  
Content strategy & creation; community management; digital PR;

**SM & CONTENT CREATOR** *from jan/2011*  
marianavhonorato.com  
Social media, branding, content creation & PR (check my portfolio!);

**RECEPTIONIST** *dec/18-oct/19*  
Atmos Hotels | Hostel @ Milan, IT  
Customer service.

**PR & MKT CONSULTANT** *jan/17-set/18*  
Tephiá Mindstyle | Fashion brand @ SP, BR  
Content creation; branding; social media; event organisation.

### EDUCATION

**2019** Specialization: MKT: Product and sales management @ IED Milano

**2018** Master's degree: Strategic MKT @ UNA (Brazil - Distance Learning)

**2015** Bachelor's degree: Public Relations @ Faculdade Cásper Líbero

### HOBBIES & INTERESTS

Writing | Reading | Music | Design | Culture  
Fashion | The sea | Art | Travel | Nature  
Innovation | Creativity | Mindfulness

### INFO & CONTACT

EU citizen based in London (E8)  
Born in Brazil  
+ 44 7904 250686  
marianavhonorato@gmail.com  
Portfolio: [www.marianavhonorato.com](http://www.marianavhonorato.com)

**PLANNER TRAINEE** *may/15-dec/16*  
Radio Jovem Pan | Radio @ SP, BR  
Project management; media planning; advertising; event organisation.

**COMMUNICATIONS INTERN** *jan/13-dec/14*  
PepsiCo @ SP, BR  
Content creation; corporate marketing; social media.

**PR INTERN** *jun-dec/11*  
AD Comunicação | PR agency @ SP, BR  
PR (travel market); press releases & press kits; event organisation.

### SKILLS

#### • LANGUAGES

Portuguese: native | English: C1  
Italian: B2 | Spanish: A1

#### • DIGITAL & MARKETING SKILLS

SEO | SEM | PPC | Ads  
Microsoft Office: .doc .ppt .xls  
Adobe CC: .psd .ai .indd .aep .prproj

#### • OTHER

Curiosity | Pro-activity | Teamwork  
Innovation | Creativity | Flexibility

