

catiafagundes@hotmail.com

### Personal details

Marital status            married with 3 children (Childcare regulated)  
Citizenship                Brazil



### Work Experiences

06/2020 - current            **Social Media Manager** - Horizonte Consultoria Online

- Development of the website (<https://www.horizonte-online.com>)
- Coordination of content creation (texts, design, images, videos)
- Responsibility for online and offline communication channels
- Maintenance of the content in the content management system
- Editorial plan
- Research of relevant topics
- Supervision of SEO and SEA activities

02/2018 - 06/2020            **Project staff (OLive – Open learning Initiative) Universität Wien**

- Conception and implementation of workshops
  - Introduction to scientific work
  - Republic of Austria
  - Learn German
  - Human rights
  - Childcare
  - Career orientation
  - Career planning
  - Study orientation
- Organizational and administrative tasks

10/2017 - 12/2018            **Marketing Assistant** – Übungsfirma – ZIB Training

- Group selection and analysis
- Administration and maintenance web shop
- Planning online media use
- Creation of websites using CMS
- SEO

#### **Administrative assistant - BFI Vienna**

- Commercial correspondence in German and English
- Protocol
- Electronic mail processing
- Appointments
- Planning of business trip
- Receipt management and payment control
- Project and event management

- 10/2016 - 03/2017      **Internship in Bereich Online Marketing - Netpadrino Ventures – Vienna**
- Planning, creating and evaluation online campaigns (Adwords, Facebook Ads, Newsletter), Criation of KPI-Dashboards
  - Implementation, optimization and testing of website
  - Market research
  - SEO projects
- 07/2015 - 09/2015      **Museum employee - Vereinigung bildender KünstlerInnen Wiener Secession**
- Visitors‘support, Supervision in the exhibition rooms
  - Ticket control, Cloakroom service
- 02/2012 - 08/2014      **Maternity leave**
- 04/2008 - 03/2010      **Communication assistant - Net TV - Rio de Janeiro / Brasil**
- Websites support, Newspaper
  - Media Planning, Communication Planning
  - Attraction of new sales partners
  - Organization of trade fairs and congresses
  - Preparation of brochures and catalogs for events
  - Management Support
  - Opinion Research - Client Reporting Interviews with clients and employees
- 10/2002 – 02/2007      **Communication assistant - Light S / A - Rio de Janeiro / Brasil**
- Monitoring, updating of Internet and Intranet, Administrative tasks
  - Internal communication with employees
  - Supporting the marketing communication team, Writing online content & promotion articles for different channels
- 01/2002 – 12/2002      **Journalist – TV Bandeirantes/ Radio Tupi AM/ Nativa FM – Internship - Rio de Janeiro/ Brazil**
- Conduct interviews
  - Upload website content
  - Research
- 01/1997 – 12/1997      **Administrative assistant – Rio de Janeiro’s City Hall/ Brazil**
- Manage scheduling
  - Draft, review and send communications
  - Prioritize emails and respond when necessary
  - Answer and respond to phone calls, communicate messages and information
  - Organize and prepare for meetings, including gathering documents and attending to logistics of meetings
  - Maintain various records and records taking notes at meetings and any other administrative tasks

## Education

|                   |                                                                        |
|-------------------|------------------------------------------------------------------------|
| 03/2019 - current | Communication Science – PhD Candidate                                  |
| 09/2015 - 10/2018 | Communication Science – Master's degree                                |
| 07/1998 - 06/2002 | Communication Science – Bachelor - CUMSB – Rio de Janeiro/BR           |
| 02/1995 - 12/1997 | High School (upper secondary) – State Inter-School Miécimo da Silva/BR |

## Further education

|                   |                                                                        |
|-------------------|------------------------------------------------------------------------|
| 08/2023 - current | Project Management - University of Graz                                |
| 03/2023 - 06/2023 | Digital Marketing - e-Commerce & Social Media Marketing - PCC Training |
| 04/2022 - 07/2022 | Course Chief Executive Assistant - BFI 1190 Vienna                     |
| 06/2020 - 09/2020 | Social Media Management - University of Graz                           |
| 10/2014 - 03/2015 | Communication Management - BFI 1020 Vienna                             |
| 11/2013 - 04/2014 | Web design - SENAC-Rio de Janeiro/BR                                   |

## Skills and competences

|                  |                            |               |
|------------------|----------------------------|---------------|
| <b>Languages</b> | Portuguese - mother tongue | French - B1   |
|                  | German - C2                | Italian - A2  |
|                  | English - C1               | Romanian - A2 |
|                  | Spanish - B2               |               |

|                        |                                    |
|------------------------|------------------------------------|
| <b>Computer skills</b> | MS Office                          |
|                        | Adobe Suite                        |
|                        | HTLM; WordPress; Typo3; Web Design |
|                        | GIMP                               |
|                        | SPSS                               |

|                    |                    |
|--------------------|--------------------|
| <b>Soft Skills</b> | organized          |
|                    | connected thinking |
|                    | solution-oriented  |
|                    | communicative      |
|                    | empathic           |
|                    | people skills      |