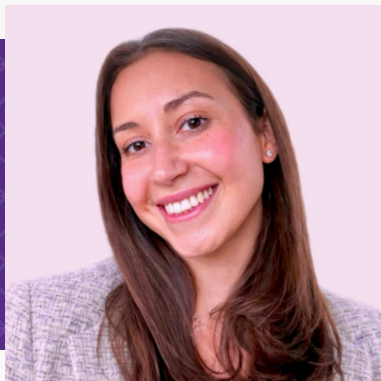




RAFAELA RAMOS ALVES

PROFILE

I am a Junior Digital Marketer with hands-on experience in Meta Ads, lead generation, social media strategy and performance analysis. I enjoy testing ideas, understanding what drives results, and improving through data and constructive feedback. I'm particularly interested in growing in paid media and marketing analytics improvement.

SKILLS

- Social Media Strategy
- Meta Campaigns
- Copywriting
- Creative Testing
- Performance Analysis

TOOLS

- Meta Ads Manager
- HubSpot CRM
- Lovable + Shopify
- Canva + CapCut
- Office Suite

EDUCATION

Fashion Branding & Marketing

Escola Profissional Magestil | Lisbon, Portugal

LANGUAGES

- Italian – Native
- English – Fluent
- Portuguese – Fluent
- Spanish – Basic

CONTACT DETAILS



+351 934883825



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Portfolio: rafaelaalves.com



rafaela-ramos-alves



Europe/ Remote

MARKETING EXPERIENCE

Growth Marketing & SMM Intern

Atelier13 | Advertising Agency | Jul 2026 - Present

- Researched industry benchmarks to build a financial model linking campaign spend, CAC, lead volume, revenue and projected ROAS.
- Developed social media strategy and content, and ad creatives for paid campaigns.

Wisdom & Worth | Mindset Coaching | Apr-Jun 2026

- Content strategy and competitor research
- Reels, carousels and paid social creatives.
- Meta lead-generation campaign: \$9.34 CPL; HubSpot CRM integration.

El Jefe Enterprises | Franchise Consulting | Apr-Jun 2026

- Content strategy and competitor research.
- Canva carousels, ad creatives and video repurposing.
- Meta lead campaign: \$10.46 CPL; Meta Pixel tracking

OTHER EXPERIENCES

Business Class Cabin Crew | Emirates, Dubai | 2022–2024

- Developed strong communication, customer experience and brand-representation skills in an international environment.

Data Analyst | Accenture, Lisbon | 2021–2022

- Reviewed high volumes of content for accuracy, quality, and compliance
- Promoted to coach for new recruits