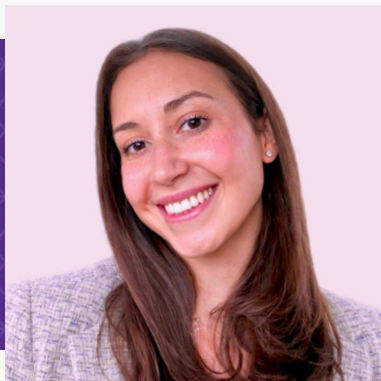




# RAFAELA RAMOS ALVES

## PROFILE

I am curious, reliable, and always willing to learn, I've developed practical experience through digital marketing internships and a personal online project. My work includes social media content, brand communication, landing pages, Meta campaigns, and lead generation, with a strong focus on testing ideas and improving through feedback.

## SKILLS

- Social Media Content
- Meta Campaigns
- Copywriting
- Hook Testing
- Performance Analysis

## TOOLS

- Meta Business Suite
- Meta Ads Manager
- Lovable/Wix/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](https://rafaelaalves.com)



rafaela-ramos-alves



Europe/ Remote

## MARKETING EXPERIENCE

### Growth Marketing & SMM Intern

#### Atelier13 | Advertising Agency | Jul 2026 - Present

- Financial modelling, offer development and benchmark research.
- SMM strategy, performance creatives and lead qualification.

#### Wisdom & Worth | Mindset Coaching | Apr-Jun 2026

- Content strategy and competitor research.
- Reels, carousels and Instagram positioning.
- Meta lead campaign: \$9.34 CPL.

#### 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.

## OTHER EXPERIENCES

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

- Delivered premium service to international passengers in a fast-paced, multicultural environment
- Maintained high standards of communication, attention to detail, and brand consistency

### Data Analyst | Accenture, Lisbon | 2021–2022

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