



Design & Marketing

Ana Peres

Marketing & Brand Manager

Ana Peres is a seasoned marketing strategist and multidisciplinary designer with over a decade of industry experience. With a career spanning more than a decade, Ana has honed her expertise in graphic design, web design, digital marketing, social media management, copywriting, and marketing management. This diverse skill set enables her to function as a comprehensive 360° Designer and Marketing Strategist, capable of addressing complex creative and strategic challenges. Throughout her career, Ana has strategically positioned herself as an In-House Designer and Marketing Manager.

Contact

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Education

2023/2024

Marketing Management

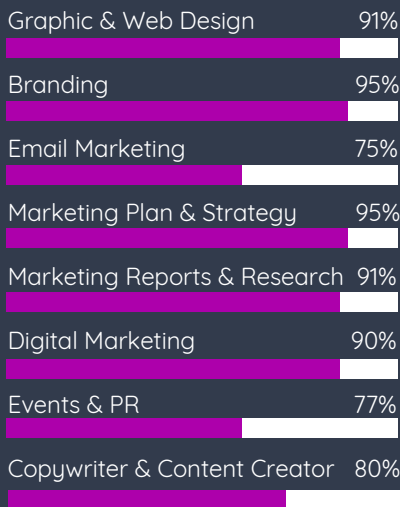
IPAM Porto

2007

Industrial Design

Universidade Lusíada Lisboa

Expertise



Certificates

Full list (LINK)

Experience

2021 - nowadays

AlmaScience

Marketing Communication Specialist

Graphic and web design ▪ Copywriter ▪ SEO ▪ Social Media Management, including Digital Marketing Plan ▪ Responsible for the Endomarketing ▪ HR Department - Team Training Planification & internal events ▪ Newsletters

2019 - 2020

BeGuest

Marketing Manager

Marketing Plan & Digital Marketing Plan ▪ Graphic and web design ▪ Copywriter (Management and Content creation) ▪ SEO optimization, analysis, improvement and reports ▪ Photography of Local Accommodation houses and photo-editing ▪ Improvement of content in OTA's ▪ Social Media Management, (Plan, Content creation, Ads and Reports) ▪ Commercial Presentation to Clients

2017-2019

Nova Ertek

Designer

Brand identity ▪ Web design ▪ Social Media Management ▪ Facebook Ads Campaigns

2011-2017

Grupo Nett

Designer

Brand design and Graphic design ▪ Product / Communication design ▪ Seasonal campaign development ▪ Web Design ▪ Social Media management. ▪ Merchandise design

2007 - nowadays

Bianca

Designer & Marketing

Graphic and web design ▪ Development of seasonal campaigns and Reports ▪ Plan & organize events, campaigns and volunteer activities ▪ Art direction ▪ Webmaster Email Marketing Management ▪ Social media management

Language

English (Professional)

Portuguese (Native)

Spanish (Basic)

Soft Skills

Excellent ability to lead teams.

Team player.

Excellent ability of workflow management and multitasking.

14

years of experience

10+

global projects

20+

training

100+

Hours spent in Marketing Plans

www.anaperes.com