



# CATARINA ALVES DE SOUSA

*Copywriter, Content Writer &  
Natural-born Storyteller*

## PROFILE

I am a natural storyteller, an experienced copywriter and social media manager always looking for creative adventures where I can apply my knowledge and skills for continuous improvement.

## PERSONAL PROJECTS

- [Bloggers Camp](#) | 2015 - Present  
[www.bloggerscamp.pt](http://www.bloggerscamp.pt)  
An annual event for bloggers filled with creative talks and workshops.
- [Joan of July](#) | 2008 - Present  
[www.joanofjuly.com](http://www.joanofjuly.com)  
My personal blog and creative platform.
- [My first book](#): "Licencieiei-me... e agora?" (I graduated ... now what?)  
A book I wrote and published in 2017 for recent college graduates looking for their first job.

## ➤ EXPERIENCE

### DIGITAL COMMUNICATIONS EXECUTIVE

*Pacific Capital Partners | August 2023 - Present*

### SOCIAL MEDIA MANAGER & STRATEGIST (FREELANCER)

*Jelly | March 2022 - March 2024*

### CONTENT MANAGER

*SA365 | January 2022 - August 2022*

### COPYWRITER & CREATIVE PLANNER

*YoungNetwork | August 2021 - January 2022*

### COPYWRITER | SOCIAL MEDIA MANAGER

*Boost Your Digital | Oct 2018 - Jul 2021*

## PROFESSIONAL SKILLS

SEO and Google  
Analytics  
Social media strategy  
Marketing  
Web content  
development  
Copywriting  
Blogging  
Project management  
Layout design  
Photography  
Photo editing  
Languages: Portuguese  
(Native) & English (C2)

## PERSONAL SKILLS

Highly Creative  
Reliable and professional  
Organized  
Time management  
Team player  
Fast learner  
Motivated

## CONTACT ME

 +351 914413689

 hello@catarinasousa.pt

 www.catarinasousa.pt

 in/catarinasousa/

## CONTENT WRITER & MANAGER

*Doutor Finanças | Oct 2016 - Jun 2018*

## MARKETING COMMUNICATIONS

*Boonzi | Ago 2013 - Jun 2018*

## ➤ EDUCATION

### MASTER DEGREE IN JOURNALISM

*Nova School of Social Sciences and  
Humanities, New University of Lisbon|  
2009 - 2011*

### BACHELOR IN COMMUNICATION & CULTURAL STUDIES

*University of Lisbon, Faculty of Letters|  
2005 - 2008*

## ➤ LANGUAGE

Native Portuguese.  
Advanced English speaker.

## ➤ VOLUNTEER EXPERIENCE

### CASA - CENTRO DE APOIO AO SEM ABRIGO

CASA supports people in situations of  
homelessness and at risk of social exclusion.

## ➤ PORTFOLIO

[www.catarinasousa.pt](http://www.catarinasousa.pt)