



Luisa Oliveira

Corporate Communications, Marketing & Growth Specialist | Journalist

Location: Florianópolis / SC – Brazil (Available for Domestic and International Remote Work)

Phone: (48) 99140-0742

E-mail: luisammoliveira@hotmail.com

YouTube Channel: Estante de Madeira

English Language: Fluent (ESL Immersion in the USA)

MBA: Marketing, Branding and Growth (PUC)

Professional Summary

Communications and Marketing Specialist with **over 10 years of solid experience** integrating journalistic narrative, digital content strategy, brand positioning, and Growth Marketing methodologies. Holds an **MBA in Marketing, Branding, and Growth** from Pontifícia Universidade Católica (PUC), a **bachelor's degree in Journalism**, and academic and cultural immersion experience in the United States (Worcester State University).

Full domain in end-to-end audiovisual management and production (scriptwriting, recording, and advanced editing in Adobe Premiere and CapCut), internal and external corporate communication, copywriting, and strategic social media management. Experience in 100% remote work with international stakeholders and teams in a bilingual environment.

Project Highlights & Leadership

- **Unimed Grande Florianópolis Podcast:** Directly responsible for the conception, editorial production, agenda curation, and executive coordination of the institution's official podcast.
- **UGF Summer Campaign:** Full leadership of the project, covering everything from initial strategic planning and briefing alignment to operational execution and results analysis.
- **Institutional Corporate Magazine:** Coordination and complete editorial production of a new print and digital corporate magazine scheduled for launch in 2026.
- **Independent Audiovisual Production:** Creator, scriptwriter, and editor of the "Estante de Madeira" YouTube channel, focused on cultural critique and narrative production.

Professional Experience

Mid-Level Communications and Marketing Analyst

Unimed Grande Florianópolis | April 2022 – Present | Florianópolis/SC

- **Audiovisual & Media Leadership:** Recording, scriptwriting, and editing of strategic video content for social media and institutional campaigns using Adobe Premiere and CapCut.
- **Strategic Corporate Communication:** Planning and execution of internal and external communication strategies (On and Off-line), aimed at employee engagement and strengthening brand reputation.
- **Social Media & Events Management:** Management of the editorial calendar, metrics analysis, and on-site journalistic coverage at large corporate events.
- **Design & Branding Support:** Answering internal area demands with strategic direction and specific edits on visual pieces in Adobe Photoshop and InDesign.

Copywriter / Content Specialist

Negócios & Saúde Treinamentos | February 2020 – January 2022 | Florianópolis/SC

- **Copywriting & Inbound Content:** Writing SEO-optimized articles for corporate blogs, social media pieces, and educational materials aimed at lead attraction and conversion.
- **Editorial Strategy:** Aligning the brand's language with the customer journey in the health and professional development sectors.

Advertising Agent / Copywriter

Reemix Comunicação | February 2018 – November 2018 | Florianópolis/SC

- **Communication Planning:** Development of strategic digital content planning and copywriting for various clients' blogs and social media.
- **Online Presence Management:** Post curation aiming at engaging specific audiences and maintaining the institutional tone of voice.

Media Manager

TESS USA: The Exchange Students Service, INC | March 2016 – June 2017 | Home Office (USA)

- **Bilingual International Communication:** Development of advertising materials, flyers, institutional books, and content in English/Portuguese for the exchange market and North American schools.
- **Remote Management:** 100% remote work in direct collaboration with executives and teams based in the United States.

Education & International Qualifications

MBA in Marketing, Branding	PUC (Pontificia Universidade	2024 – 2025 Postgraduate
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and Growth	Católica)	
Bachelor's Degree in Journalism	Universidade Estácio de Sá	2012 – 2018 Undergraduate
English as a Second Language (ESL)	Worcester State University (Worcester/MA, USA)	2014 – 2015 International Immersion

Skills, Tools & Courses

Area / Category	Description & Software
Core Specialties	Corporate Communication (On/Off), Content Strategy, Growth Marketing, Branding, Creative Writing / Copywriting, Social Media Management, Internal Communication, and Public Relations.
Tools & Software	Adobe Premiere (Video Editing), CapCut, Adobe Photoshop (Basic), Adobe InDesign (Basic), YouTube Studio, RD Station / CRM.
Language Proficiency	English: Fluent (Advanced Conversation, Writing, and Reading) Portuguese: Native.
Complementary Courses	Social Media Management – RD University (Advanced strategies per platform, Inbound Marketing, and metrics).