



Renato Coelho

Marketing & Creative Strategist

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ABOUT ME

Nomad, multi-potential communications professional with over 8 years of experience in content creation, photo and video production, marketing, events, and social projects. I've lived and worked in 5 different countries and worked with people from different nationalities. I create, coordinate, and implement creative projects through digital marketing and social media platforms. My work style prioritizes customer experience, clear strategic goals, and multi-cultural perspectives. Without losing sight of flexibility and active participation of everyone involved during the project.

SKILLS

- Marketing and Sales Strategy
- Brand Experience
- Campaigns management
- Project Management
- Marketing Funnel
- Strategic Planning
- Content Creation
- Inbound Marketing
- Remote Working
- Google e Facebook Ads

CERTIFICATIONS AND VOLUNTEERING

Volunteer
AIESEC, TETO
2014 to 2017

Inbound Marketing Certification
Hubspot
2020

Content Creation for Web Certification
Rock Content
2021

Copywriting Certification
Rock Content
2021

PROFESSIONAL EXPERIENCE

Content Marketing Strategist Freelancer - Remote
September 2020 - Present

Responsible for creating content strategies for social media accounts, creative writing (copywriting) for posts and other media formats, image and video editing, content calendar management, analysis of KPIs according to strategy, management of sales funnel and customer journey, implementation of paid campaigns (Facebook and Google Ads) and reportability of results achieved for more than 15 clients together with other creative professionals.

Regional Marketing Manager AIESEC - Bogota, Colombia
June 2019 to August 2020

Responsible for managing the Marketing strategy for the Americas region in coordination with 20 countries' marketing managers while supporting in the implementation of different campaigns and initiatives to drive more customers through the entire sales funnel to grow our outgoing exchange Internships and Volunteer programs.

Marketing Manager AIESEC - Asunción, Paraguay
July 2017 to July 2018

Managed the national Marketing strategy for AIESEC in Paraguay's brand positioning and increased the reach and growth in our outgoing exchange volunteer program. Responsible for designing and implementing marketing strategies for three different local entities in various market segments resulting in more than 100 sales that represented a relative growth of 24%.

LANGUAGES

Spanish Fluent-Advanced (C2)
English Fluent-Advanced (C1)
Portuguese Native

EDUCATION

ESAMC
Sorocaba, São Paulo
Graduate in Social Communications, Journalism
2016

ETEC Fernando Prestes
Sorocaba, São Paulo
Technical, Informatics for Internet
2012