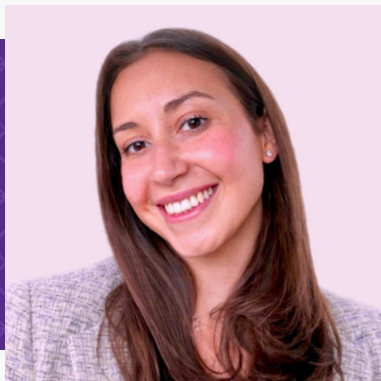




RAFAELA RAMOS ALVES

PROFILE

I am curious, reliable, and always willing to learn, I've developed practical experience through two 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



rafaela.ramos.alves@gmail.com



Portfolio: rafaelaalves.com



rafaela-ramos-alves



Europe/ Remote

MARKETING EXPERIENCE

Social Media Marketing Intern | Apr–Jun 2026

Wisdom & Worth | Mindset Coaching

- Developed content strategy through niche and competitor research
- Created Reel scripts, video edits, and carousel content
- Optimized Instagram profile structure and content positioning
- Set up Meta campaign generating leads at \$9.34 CPL

El Jefe Enterprises | Franchise Consulting

- Developed content strategy through niche and competitor research
- Created carousel posts and static ad creatives in Canva
- Repurposed long-form videos into social media clips
- Set up Meta campaigns generating leads at \$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