

Eduarda Iglesias Medeiros

Digital Marketing · Social Media · Video and AI-Built Websites

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Remote · asynchronous work



ONLINE PORTFOLIO

Videos, content, websites and client results

eduardamedeiros.pages.dev/en →

PROFILE

Digital marketing professional with 5+ years of experience in social media management, content strategy, scriptwriting, vertical video production and editing, and website creation for brands in hospitality, retail, law, automotive and construction. Bachelor's degree in Business Administration, currently completing an MBA in International Marketing and a Postgraduate Degree in Digital Business Management with AI. Used to working independently and remotely, with a focus on results and on using AI throughout content production.

EXPERIENCE

Digital Marketing and Social Media Manager

May 2022 to present

Self-employed (freelance) · remote

- Social media strategy and content for 10+ clients in hospitality, retail, law, fuel stations, automotive, optical retail and construction.
- Content planning and editorial calendars, scripts and captions, and vertical video production and editing (Reels and TikTok) with AI tools.
- Websites and landing pages built with AI, from copy to going live.
- Performance reports with metrics analysis, SWOT analysis and strategic recommendations for each client.
- Digital communication for election campaigns.

Marketing Lead

Nov 2023 to present

Clip · Maranata Distribuidora de Papéis, Farroupilha, Brazil · employee until Nov 2024; contractor since then

- Responsible for marketing and social media for two stores in the group: Clip Casa and Clip Farroupilha.
- Content creation and editorial production, scheduling posts and stories; scripting, filming and editing videos, including a food series made with a content creator.
- Results analysis and performance reports presented to management.

Social Media Specialist

Dec 2021 to Apr 2022

LA Group · marketing agency, Macapá, Brazil

- Managed social media for 8 companies from my first month, including creative client visits and metrics reports.

EDUCATION

MBA in International Marketing · Unopar, Brazil

in progress · Jan 2027

Completed modules: Marketing Planning · Branding and Market Research · International Marketing · International Economics · Communication Planning

Postgraduate Degree in Digital Business Management with AI · Unopar, Brazil

in progress · Jan 2027

Modules: Prompt Engineering · Digital Product Development · Marketing and Sales KPIs · AI Agents and Automation

Bachelor's Degree in Business Administration · Universidade Pitágoras Unopar Anhanguera, Brazil

2025

SKILLS

Creative

Content strategy · scriptwriting · copywriting · shoot direction and vertical video editing

Tools

CapCut Pro · Canva · Meta Business Suite · Instagram · TikTok · Facebook

Websites

AI-built websites and landing pages · GitHub · Cloudflare Pages

AI

ChatGPT · Claude · Midjourney · AI-assisted video editing

Languages

Portuguese (native) · Spanish (A1) · English (written, AI-assisted)