

Soraia Castro

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Profile

Marketing Specialist and Video Editor. Experience in social media management, crafting e-mail marketing campaigns, as well as editing videos for social media. Self-taught in Adobe Premiere Pro, Photoshop, After Effects and Adobe Illustrator. Proficient in MS Office, Kajabi, Monday and more. Bachelor's Degree in Veterinary Medicine from São Paulo State University.

Experience

Wisenetix Remote
Marketing Specialist Nov 2023 – Present
Publishing 800 pieces of social media content across various platforms for 14 podcast brands. Responsible for the creation and management of content calendars, management of scheduling tools, and social media innovation. Crafting and executing e-mail marketing campaigns, driving audience engagement through strategic communication, as well as publishing blog posts related to the subject discussed on each episode.

Jellysmack Remote
Video Editor Jan 2022 - Oct 2023
Editing videos for different social media platforms. Focus on making dynamic, captivating edits that thrive in a social media environment. Optimization of edits by interpretation of view retention graphics and trend research. Increasing average view count for multiple accounts.

Education

São Paulo State University Araçatuba, SP
Bachelor, Veterinary Medicine. Graduation Date: July 2021

Leadership & Activities

Wildlife and Exotic Animals Study Group (GEASE) Araçatuba, SP
Coordinator Mar 2017 - Dec 2020
Experience in organizing workshops, lectures and technical visits. Contact with specialized professionals, financial administration, creation of graphic designs for social media and products, as well as social media management. In a total of 46 events, the following events stand out: 1st Non-Traditional Pets Workshop: Main Ailments (2018); I Intensive Care of Wildlife Workshop (2018); I Wildlife Pathology Workshop (2019); II Wildlife Ophthalmology Workshop (2019).

Skills & Interests

Technical: Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, MS Office, EOS, Monday, Slack, Kajabi, MLabs.

Language: Portuguese C2, English C1.

Interests: Drawing, reading fiction books, listening to music and watching movies.