

RINALDO W. O. DE SOUZA

Communication, Marketing & Branding



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www.zirrah.me

ABOUT/BIO

From Rio, graduated in fashion design (2004) and advertising (2009), I have been in the communication market for over 10 years, having worked in various media and brands. Specialist in content marketing and branding. Visit [my website](#) to see some work!

SKILLS/SOFTWARES

PHOTOSHOP/ILLUSTRATOR/INDESIGN/OFFICE/WOR-
DPRESS/WEB ANALYTICS/SPSS/
SOCIAL MEDIA/CONTENT MARKETING/
SPONSORED LINKS / MANAGEMENT / MS PROJECT

STUDIES

[ADIV/IPV](#) - Viseu/Portugal (2020) Pedagogical training course for trainers/ CCP certificate.

[Instituto Politécnico de Viseu](#) - Viseu/Portugal (2018-2020) Master's degree in marketing with emphasis on market research.

[Universidade Estácio de Sá](#) - Rio de Janeiro / RJ. Post-graduation in Semiotics of Communication (2016 - Not completed). Universidade Estácio de Sá- Rio de Janeiro / RJ. Graduation in Social Communication, in Advertising (2009)

[Universidade Cândido Mendes](#) - Rio de Janeiro / RJ. Graduation in Fashion (2004)

GENERAL INTERESTS



CINEMA- GAMES- TECHNOLOGY- DATA- ART- MUSIC-
GASTRONOMY- ICONOGRAPHY- SOCIOLOGY- ANTHROPOLOGY

LATEST EXPERIENCES (WORK)

[KEEZAG \(PORTO/LISBON, PT\)](#)_Content Marketing; content planning, branding, social media, digital marketing for Real Estate brand. Metrics analysis and tracking.

[BRIDGEHEAD MEDIA \(CA/USA\)](#)_Content Editor for **Apple Inc.** in brazilian portuguese. Responsible for editing content for Apple's **iTunes** in Brazil.

[CORPOREUM \(RJ/BR\)](#)_Marketing Coordinator. Coordination and planning of brand communication and marketing; production of content for website, email marketing, social media; image reformulation for e-commerce; branding; support for press office.

[ANIMALE BRASIL \(RJ/BR\)](#)_Senior digital marketing analyst, coordinating all social networks, producing content for the website, email marketing. Co-production and follow-up of conventions for retail. Follow-up with press office; Planning of digital communication.

[COMUNICA ASSESSORIA \(RJ/BR\)](#)_Communication service focusing on gastronomy and beverages for clients such as **Lorenzo Bistrô, Vero Gelato, Caverna Bar, Porto di Vino, Bar Sobe, Casa Carandaí**, among others.

[CARTA EDITORIAL\(SP/BR\)](#)_ [Vogue/RG](#) monthly column in the printed magazine; Content editor for the digital platform; coordination of social media, guidelines, interviews; [Harper's Bazaar Brazil](#) - content production and assistant editor.

[MOVIMENTO COMUNICAÇÃO \(RJ/BR\)](#)_ Branded content for brands like **Niquitin, Unilever (general), Hellmann's**. Content editor for the portals of **Oi** and **Burn Energy Drink (Coca-Cola)**.