

rafaela frey

UX Designer & Digital Marketing

+351 912 620 319

www.rafafrey.com

rafaelacfrey@gmail.com

linkedin.com/in/rafaela-frey/

Education

PUCPR

BA Advertising and Marketing
Feb 2016 - Feb 2020 | Curitiba, Brazil

EDIT.- Disruptive Digital Education

Digital Marketing & Strategy
Sep 2021 - Feb 2022 | Lisbon, Portugal

Google · Coursera

UX Design Fundamentals Certificate
April 2024

Skills

Tools

Figma
Adobe CC · Ps, Ai, Pr, Lr
Canva
WIX

Design

User Journey Mapping
Wireframing
Prototyping
UX Research Methods

Digital Marketing

Copywriting & Content Creation
Social Media Content Strategy
SEO & SEA
Video and Photo Editing

Languages

English · Fluent (C1)
Spanish · Intermediate (B2)
Portuguese · Native

Summary

Originally from Brazil, but based in Lisbon. With 4 years of experience in digital marketing, specializing in SEO, SEM, and content strategy and management, I have recently shifted into UX design and I love to create intuitive, user-centered designs that simplify life.

Experience

La Criateca

02/23 - Present
Remote

Digital Marketing Specialist

Started with rebranding and content strategies, gradually expanding into managing SEO and SEA to attract more clients. Independently developed their website, optimizing for user experience. Conducted research to align digital content with audience needs, resulting in client acquisition growth in 300% in 8 months.

Lisboa

Gastronomia

04/23 - Present
Remote

Digital Marketing Specialist

Created and managed content strategies for Instagram to attract more clientes. Produced Reels and Instagram posts with video and photoediting skills, copywriting and design. Engagement and followers growth in 30% in 6 months.

Pinewood Haus

11/21 - 12/22
Sintra, Portugal

Ecommerce Specialist

Managed business operation and digital marketing for an ecommerce store specializing in wood furniture. Achieved a 20% increase in sales through targeted marketing strategies and marketplace optimization.

Opus Múltipla

02/18 - 10/18
Curitiba, Brazil

Copywriter Intern

Spearheaded the digital content strategy, enhancing social media presence and customer engagement.