



Alexandra Barbosa

Social Media Manager

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Address
Porto, Portugal

Socials

Behance
alexadinis

LinkedIn
alexadinis

Languages

Portuguese
Native

English
Professional working

Spanish
Elementary

About me

Alexandra Barbosa has always been a naturally curious and creative soul. With a degree in Corporate Communication, she discovered her passion for social media management and marketing. Combining her communication expertise with a love for design, she crafts brands and content that tell stories and help businesses grow. Cheerful, dedicated, and always ready to go the extra mile – she also has a soft spot for writing about herself in the third person.

Experience

- Apr 2024 – Feb 2025 Porto
Social Media Manager
Legendary People + Ideas
Social media management, community management, copywriting, results analysis, content creation, paid media campaigns on Meta platforms, social media strategy development for brands such as KFC Portugal, Cockburn's, Endesa Portugal and Torreshopping.
- Jun 2022 – Aug 2024 Penafiel
Marketing & Social Media
Maionese Design
Content creation for brands, copywriting, social media management, graphic design, brand management, client management, and report analysis.
- Oct 2019 – Jun 2022 Penafiel
Marketing Manager
ANCA Design Studio
Social media management, content creation, and copywriting. Brand management and marketing strategy development. Responsible for executing paid campaigns on Meta, client management, results analysis and photography and video.
- Feb 2019 – May 2019 Penafiel
Marketing
UIVA – Communication Agency
Social media management, brand management, copywriting and content creation.

Education

- IP PORTO ISCAP
Degree
Business Communication
Institute of Accounting and Administration of Porto
2016 – 2019
- Rock University
Course
Copywriting
Apr 2021
- Domestika
Course
Social Media Communication Strategy
Feb 2023

Skills

- Content Creation
- Analytics & Data Analysis
- Graphic Design
- Paid Media
- Community Management
- Social Media Strategy
- Copywriting
- Photography and video
- Creativity
- Communication

Tools

- Adobe Creative Cloud (Ps, Ai, Id, Pr, Ae)
- Social Media Platforms (Facebook, Instagram, TikTok, X)
- Meta Business Suite Content and community management
- Meta Ads Manager Ad creation, audience targeting, performance tracking
- Audiovisual Editing (Canva, Capcut)
- Analytics Tools (Meta Insights, X Analytics, TikTok Analytics)
- MailChimp Email marketing & automation
- WordPress Themes, plugins, responsive websites
- Microsoft Office Docs, sheets, presentations