



Multidisciplinary Marketing Manager with 8+ years of experience in Social Media, Graphic Design, Digital Marketing, and Branding across Brazil and New Zealand.

Skilled in building online presence, creating high-performing content, and developing data-driven marketing strategies.

TOOLS & PLATFORMS

Google Ads • Google Analytics • Google My Business • Google Search Console (SEO) • Meta Ads SEMRush • Tiktok Ads Mailchimp • Wix Photoshop • Canva CapCut • Microsoft Office

LANGUAGES

English ██████████
Portuguese ██████████
French ██████░░░░

PATRICIA PINHEIRO

MARKETING STRATEGY | SOCIAL MEDIA | GRAPHIC DESIGN

PATRICIALEMEPINHEIRO@GMAIL.COM
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PROFESSIONAL EXPERIENCE

CHESTER HOSPITALITY

Auckland, New Zealand — Oct 2019 to Present

Marketing Manager

Responsible for coordinating the marketing activities for three major hospitality venues: Something & Social, Pilkingtons, and John Barleycorn’s Taphouse.

Responsibilities:

- Social media content and marketing strategy
- Graphic design assets for digital, in-venue promotions and seasonal menus.
- Produced and edited videos for Reels and TikTok.
- Managed newsletters, campaigns, and automations.
- Designed web pages and maintained website content (Including SEO copywriting and backlinks)
- Coordinated marketing campaigns and partnerships with brands and influencers (including Westfield Mall).
- Ran ads on Instagram, Facebook, TikTok and Google.
- Conducted photography sessions for food, cocktails, and lifestyle.

Key Achievements:

- Played a key role in launching and establishing three hospitality venues in Auckland: the first Something & Social at Westfield Newmarket, followed by the second Something & Social at Westfield Albany, and finally John Barleycorn’s Taphouse at Westfield Newmarket.
- Supported the consolidation and growth of these venues into well-known, high-performance hospitality brands within Auckland.

EDUCATION

MBA IN BRANDING, MARKETING & GROWTH

*Pontifical Catholic
University (PUCRS)
— 2024–2025*

FASHION DESIGNER DEGREE

*Santa Marcelina
University — 2012–2015*

COURSES

BRANDING —
*University of Fine Arts
(2018)*

**ART DIRECTION
FOR FASHION —**
*Central Saint Martins
London (2016)*

CONTEMPORARY ART
— MAM (2014)

**INSURANCE
BROKER COURSE —**
ENS (2022)

FRENCH —
*Aliança Francesa
(2013–2019)*

ENGLISH —
*Cultura Inglesa
(2005–2010)*

SHOPLESS LIMITED

Wellington, New Zealand — Jun 2021 to Sep 2024

Marketing & Sales Coordinator

Responsibilities:

- Managed all marketing and sales activities for a nationwide online marketplace.
- Created social media content (Facebook, Instagram and LinkedIn).
- Designed and implemented the company's website, ensuring a modern, user-friendly experience.
- Built and automated newsletters via Mailchimp.
- Developed SEO content for blog and website.
- Managed Google Ads campaigns and optimized keywords.
- Used Google Analytics and SEMRush to track performance and improve conversions.
- Prospected new leads and onboarded enterprise clients.

WARNER MEDIA

Sao Paulo, Brazil — Aug 2021 to May 2022

Designer and Copywriter

Created content for TNT Brazil, HBO Brazil, Warner Channel, Cartoon Network, including posts for major awards (Oscars, Emmys, Grammys, Critics Choice, Game Of Thrones).

Responsibilities:

- Social media content creation
- Copywriting for high-profile campaigns
- Graphic design for posts
- Collaboration with marketing team and sponsors

ATTACHÉ CREATIVE AGENCY

São Paulo, Brazil — Jan 2019 to Jun 2019

Art Director

Managed branding and social media projects for Urban Remedy, Martu RJ, Converse, Brunch Weekend, Burger Fest, Talento Jewelry.

Responsibilities:

- Branding projects
- Art direction for social media
- Graphic design

PONTO CASE MARKETING AGENCY

São Paulo, Brazil — Mar 2018 to Jan 2019

Social Media & Art Director

Worked with Siberian, Crawford, Planet Girls, Upper BBQ, Paul Pogba, Ambev.

Responsibilities:

- Managed designers' team
- Social media and website content
- Copywriting and visual direction

GROUP LMBB

São Paulo, Brazil — Feb 2017 to Mar 2018

Marketing Analyst

Brands: Bendita Benedita, Bendita Seja, Lumme.

Responsibilities:

- Visual merchandising
- Graphic design & Social media
- Production and direction of fashion photoshoots