



Ana Julia Almeida

MARKETING & BRANDING MANAGER  
SPECIALIST IN DIGITAL STRATEGY, POSITIONING,  
AND MULTICHANNEL COMMUNICATION

## CONTACT

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## ABOUT ME

Marketing & Branding Strategist with 20+ years of experience in communication, brand positioning, and digital performance.

My approach combines strategy, creativity, and data to build brands that connect, from established businesses to personal brands in transition.

I've led projects across political marketing, luxury markets, education, and institutional communication. Today, I bring all that together through my Intelligent Marketing methodology, delivering results with meaning and positioning that adds real value.

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## EXPERIÊNCIAS RELEVANTES

### Gestora de Marketing e Estratégia

*nyva | Jun. 2024 - present (Remote)*

Planned and executed digital actions focused on performance, authority, and lead generation.

- Created strategies for different market segments using data, content, and automation.
- Managed social media and content aligned with sales funnel.
- Implemented CRM flows and increased key metrics up to 200%.

#### Impact:

Greater consistency, visibility, and conversion in agency deliveries.

### Gestora de Marketing e Estratégia

*a.ndc | Jun. 2024 - present (Remote)*

Strategic role in digital campaigns, content, and brand positioning focused on performance, visibility, and inclusion.

- Led paid traffic and inbound marketing strategies aligned with the sales funnel.
- Managed social media and blogs to reflect brand identity and business goals.
- Systematized processes and delivered insights based on performance data.

#### Impact:

Expanded client digital presence and strengthened the agency's strategic positioning.



### **Content Editor**

*Jobbol | Oct. 2024 – Jan. 2025 (Remote)*

Content production and editing focused on recruitment, SEO optimization, and accessible communication.

- Wrote and edited job descriptions and institutional texts with clarity and purpose.
- Applied SEO techniques to improve ranking, readability, and structure.
- Worked alongside UX and Product teams to align content with candidate experience.

#### **Impact:**

Enhanced editorial quality and improved the effectiveness of candidate communication.

### **Banner Editor**

*Jobbol | Jun. 2024 – Sep. 2024 (Remote)*

Designed visual materials to promote job openings, focusing on engagement and conversion.

- Created promotional and institutional banners aligned with brand identity.
- Tracked performance metrics and refined visual strategies accordingly.
- Collaborated with design, content, and product teams to ensure cohesive messaging.

#### **Impact:**

Enhanced the platform's visual communication, increasing user engagement through data-driven design.

### **Marketing Coordinator**

*Blue7 Soluções Digitais | Nov. 2022 a Jan. 2024 (Remote)*

Led the restructuring of the agency's marketing operations, focusing on productivity, predictability, and campaign performance.

- Redesigned internal processes, improving workflow and eliminating bottlenecks.
- Planned data-driven digital campaigns focused on ROI.
- Managed a multidisciplinary team and implemented agile methodologies.
- Created structured reporting and KPI analysis routines to drive strategic decisions.

#### **Impact:**

Significantly increased operational efficiency and campaign results, improving client satisfaction and team delivery.



### **Content Editor**

*Jobbol | Sep. 2021 – Mar. 2023 (Remote)*

Wrote, reviewed, and optimized content for one of Brazil's leading job portals, focusing on SEO, user experience, and communication clarity.

- Created and edited job-related content for better understanding and usability.
- Applied SEO techniques to increase organic traffic.
- Collaborated with UX and development teams to align content with navigation flow.
- Improved editorial workflows for enhanced readability and accessibility.

#### **Impact:**

Helped strengthen the platform's communication strategy, improving candidate engagement and employer visibility.

### **Marketing Manager**

*Sierra Móveis | Nov. 2019 a Apr. 2020 (On-site - Gramado/RS)*

Led digital transformation and branding initiatives for one of Brazil's top high-end furniture brands.

- Launched the company's e-commerce platform, establishing a new sales channel.
- Developed a centralized communication system for franchisees.
- Managed branding and lead generation campaigns across digital platforms.
- Reduced campaign rework rate by 50% through workflow optimization.
- Contributed to the creation of the Legacy Catalog, enhancing brand storytelling.

#### **Impact:**

Drove digital presence and strategic alignment, reinforcing brand identity and unlocking new growth opportunities.

### **In-person Tutor**

*Unopar | Apr. 2018 a Dec. 2018 (On-site - Altamira/PA)*

Instructor for undergraduate programs in Business, Marketing, and Communication, focused on bridging theory and practice for real-world readiness.

- Taught using real-case simulations and active learning methods.
- Mentored academic projects, encouraging strategic and critical thinking.
- Created updated learning materials aligned with market trends.
- Promoted strong connections between academic content and job market needs.

#### **Impact:**

Helped students build a strategic mindset and career-ready skills through dynamic and applied learning experiences.



### **Anchor Reporter**

*Xingu 230 | Feb. 2017 – Jun. 2017 (On-site - Altamira/PA)*

Led content production and anchored a digital newscast focused on regional coverage, innovation, and audience engagement through digital platforms.

- Delivered investigative reporting, live interviews, and local stories.
- Helped design editorial guidelines and multimedia storytelling formats.
- Strengthened digital presence and boosted audience interaction.
- Engaged community participation through inclusive content strategies.

#### **Impact:**

Played a key role in launching Xingu 230, introducing a dynamic and community-driven approach to local digital journalism.

### **Repórter**

*Rede Vale do Xingu | Oct. 2015 a Mar. 2016 (On-site - Altamira/PA)*

Reported and produced content for local TV, focusing on social, political, and community-based stories with public interest impact.

- Delivered field reports, investigative pieces, and event coverage.
- Created scripts and collaborated in video editing.
- Ensured accessible communication aligned with the broadcaster's tone.

#### **Impact:**

This experience refined my public speaking, narrative development, and multimedia production, all of which now support my work in strategic marketing and digital storytelling.

### **Instructor – Administrative Assistant and Sales Training**

*Colégio La Salle | Aug. 2014 – Oct. 2014 (On-site - Altamira/PA)*

Delivered training courses for young and adult students focused on administrative routines, sales techniques, and workplace readiness.

- Taught content on administrative management, customer service, and negotiation.
- Led role-playing sales simulations and real-case discussions.
- Supported students in building career plans and setting professional goals.
- Encouraged the development of soft skills and professional conduct.

#### **Impact:**

Empowered new professionals to enter the job market with practical skills, stronger confidence, and improved career outlook.



### **Personal and Social Development Instructor (PSD)**

*Instituto Aliança com Adolescentes | Aug. 2014 – Oct. 2014 (On-site - Altamira/PA)*

Instructor in a socio-emotional development program for teenagers, focused on self-awareness, assertive communication, and interpersonal skills for school, work, and community life.

- Taught topics including emotional intelligence, conflict resolution, and social communication.
- Led hands-on workshops and engaging activities tailored to students' real-life experiences.
- Provided individual feedback and behavioral guidance.
- Encouraged practical use of developed skills in daily situations.

#### **Impact:**

Created a safe, transformative learning environment that enhanced students' self-esteem, relationship-building, and overall readiness for future challenges.

### **Reporter**

*Record | Jan. 2012 – Mar. 2012 (On-site - Altamira/PA)*

Reporter at one of Brazil's leading TV networks, covering real-time news, investigative stories, and live broadcasts.

- Produced investigative reports and led live coverages with accuracy and editorial relevance.
- Conducted exclusive interviews and scripted stories, enriching the depth and diversity of content.
- Collaborated in editing and shaping narratives aligned with the network's editorial tone.

#### **Impact:**

Strengthened my ability to craft impactful communication, bridging public interest content with accessible, engaging formats.

### **Marketing Coordinator**

*Green Party of Pará | May 2010 – Feb. 2011 (On-site - Belém/PA)*

Led strategic marketing and communication efforts for the Green Party's state-level electoral campaigns. Pioneered the integration of digital channels into political campaigning, with a focus on branding, public engagement, and media visibility.

- Designed and implemented one of the first digital-focused campaigns in the region, reaching younger, tech-savvy audiences.
- Created a cohesive visual identity and messaging framework to unify all candidates under a strong party brand.

#### **Impact:**

Helped reshape political communication in the region by integrating digital marketing as a key electoral strategy, enhancing reach and relevance among modern voters.



### **Communications Advisor**

*Belém City Council | Jan. 2010 – Feb. 2011 (On-site - Belém/PA)*

Led institutional communication for the office of Councilman Nonato Filgueiras, focusing on public image, transparency, media relations, and citizen engagement.

- Wrote press releases and official content that expanded media coverage of the councilman's initiatives.
- Managed digital communication channels, improving access to legislative information and civic participation.
- Collaborated with political aides, local media, and public institutions to align messaging and image strategy.

#### **Impact:**

Developed strong capabilities in public sector communication and political image management, essential for high-stakes institutional environments.

### **Media Planning**

*C8 Comunicação | Aug. 2008 – Nov. 2008 (On-site - Belém/PA)*

Initial experience in the media department of an advertising agency, focusing on strategic planning and paid media management.

- Created customized media plans for institutional and promotional campaigns, aligning channels with brand goals.
- Managed placements across traditional and digital platforms, ensuring strategy consistency and audience fit.

#### **Impact:**

This was the foundation of my data-driven approach to marketing, a skillset that now supports my strategic and performance-driven projects.

### **Press Officer**

*Association for Chronic Kidney Disease & Transplant Patients of Pará |  
May de 2007 – Aug. de 2008 (On-site - Belém/PA)*

Press and communications advisor for a nonprofit focused on kidney health and social inclusion.

- Wrote press releases and news content on the institution's campaigns and initiatives, securing regular media coverage on TV, radio, and newspapers.
- Cultivated relationships with local and regional journalists to prioritize kidney health in the media agenda.

#### **Impact:**

Significantly expanded the organization's media presence, raising awareness about kidney health and strengthening its role in the public discourse around inclusion and healthcare.



## **Intern**

*TV UNAMA / Sep. 2002 – Dec. 2003 (On-site - Belém/PA)*

First professional experience in communication, working in audiovisual production and journalism at a university TV station. A formative period that shaped my critical thinking and long-term passion for strategic content.

- Researched and produced content for news and entertainment shows focused on the academic audience.
- Supported news reporting, conducted interviews, and fact-checked information to ensure editorial reliability.
- Assisted in editing and post-production, maintaining alignment with editorial and technical standards.
- Gained firsthand experience in TV production, developing discipline, pace, and strong narrative sense.

## **Impact:**

This role laid the foundation for my career in strategic communication, blending storytelling, technique, and purpose from the very beginning.

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## **EDUCATION**

- **Marketing Global Directors** Course with Kotler – Next MBA
  - MBA in **Marketing and Branding** – Descomplica
  - MBA in **Strategic Digital Marketing** – Descomplica
  - Bachelor's Degree in **Journalism** – UNAMA (Universidade da Amazônia)
  - Bachelor's Degree in **Advertising** – UNAMA (Universidade da Amazônia)
  - **UX Design** Certificate – EBAC (British School of Creative Arts)
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## **SKILLS & TOOLS**

- Strategic Marketing Planning
- Leadership of Creative and Cross-Functional Teams
- Campaign Management (Google Ads, Meta Ads)
- Sales Funnel and Marketing Automation
- Branding and Positioning
- Metrics and Performance Analysis
- CRM / SEO / Inbound Marketing

## **Languages:**

- English Fluent
- Spanish Advanced