

GABI BARBOSA

S O C I A L M E D I A S P E C I A L I S T



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SKILLS

- Management
- Content strategy
- Social media planning
- Digital marketing
- Community management
- Curatorship & research
- Empathy & collaboration

EDUCATION

LANGUAGES

Portuguese - Native
English - Intermediate
Japanese - Starting to learn

FORMATION

PUC Minas 2011-2019
Bachelor's and Master's Degree in Social
Communication

EXPERIENCE

DIGITAL CONTENT COORDINATOR

Mauricio de Sousa Produções

2022 - 2023

- Content team management.
- Social media planning for more than 10 profiles on platforms such as Instagram, Twitter, TikTok, YouTube and LinkedIn.
- Develop the content strategy for each of the social media profiles, as well as the tone of voice.
- Also: event coverage, content with influencers, production and textual revision of scripts, crisis management, opportunity analysis, interaction with users and celebrities and dissemination of internal projects.

COMMUNITY MANAGER ANALYST

2021 - 2022

Warner Bros. Discovery

- Maintenance of Twitter, Instagram, Facebook, TikTok and YouTube communities for **HBO Max Brasil**.
- Weekly reports for Social Media and Creative Services team with qualitative and quantitative analysis of conversations developed on social media.
- Event coverage.

COPYWRITING & COMMUNITY MANAGEMENT

2021

Endemol Shine

- Content copywriting at **The Masked Singer Brasil** reality show.
- Maintenance of Twitter, Instagram, Facebook, TikTok and Youtube communities.
- Weekly reports for the team.