


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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-  São Paulo, SP, Brazil
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SKILLS

- Copywriting
- Digital marketing
- Community management
- Curatorship & research
- Communication & relationship
- Empathy & collaboration
- Crazy cat lady 

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

COMMUNITY MANAGER ANALYST

Warner Bros. Discovery
2021 - 2022

- 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

Endemol Shine
2021 - 2022

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

SOCIAL MEDIA MANAGEMENT

DBA Publishing House
2020 - 2021

- Planning and managing DBA's social networks.
- Content creation from photography to copywriting.
- Instagram ads and reports.

SOCIAL MEDIA MANAGER & INFLUENCER

Freelancer
2009 - 2021

- Planning, writing and publishing texts about fashion, beauty and decoration for blogs of Brazilian influencers. Monitoring of social networks for **Belo Horizonte International Airport** and **Inhotim**.
- Writing for small businesses; structuring and writing newsletters and blogs. Production of digital content (text, photo and/or video) as an influencer for Brazilian brands such as **Ipanema**, **Natura** and **QuintoAndar**.