

About Me

Passionate about storytelling through digital mediums, I bring a creative edge to social media management and content strategy. While I have a strong affinity for the fashion industry, I remain open to exploring various professional avenues. I'm in the process of crafting my career path and identity, which has cultivated my adaptive nature, enabling me to thrive in diverse environments.

Skills

- Creative/art direction
- Branding
- Content Editor
- Copywriting & Story writing
- Event Specialist
- Content Editor

Languages

- Portuguese (Native)
- French (Native)
- English (Fluent)
- Spanish (Fluent)

Diplomas

- Manchester University Masters Program- London 2020
- Bachelor Degree ESAD - Porto 2018
- Foundation Year in Arts- Paris 2014
- Baccalauréat- AC Toulouse 2013

BÁRBARA MACHADO

www.linkedin.com/in/bárbaramachado95

Phone

+351 912 411 477

Email

thebabzj@gmail.com

Nationality

Portuguese

Experience

Social Media & Influencer Marketing Manager

B-Parts

2023 - present

- **Content Creation** for all social media platforms: Strategy, design, production, editing, and posting, coupled with meticulous community management and in-depth analytics for optimized performance.
- **Influencer Management:** Negotiated impactful contracts with influencers across diverse markets (countries), leveraging keen market insights for maximum reach and engagement
- **Event Planning:** Christmas Dinner and Teambuilding gatherings where team spirit was nurtured. Prioritized both employee satisfaction and company goals, seizing the chance to generate engaging social media content along the way.
- **Supply Team Support:** Facilitated seamless onboarding of French suppliers through effective communication and negotiation, PR initiatives, and adept translation services.

Sales Representative

B-Parts

2022 - 2023

- Expanded multilingual customer base by effectively communicating and signing up new B2B and B2C clients
- Ensured seamless order fulfillment and logistical processes, boosting customer satisfaction.

Social Media Manager

VDR

2021 - 2021

- Curated captivating social media content aligned with brand identity, enhancing visual appeal.
- Styled models for photoshoots
- Orchestrated giveaway campaigns, boosting engagement and brand visibility.
- Designed billboards to promote store opening.

PR Manager Internship (London)

Poster-Girl

2019 - 2020

- Managed the coordination of stylists' selections for celebrities borrowing items for events
- Responsible for casting models for the fashion show according to brand's identity
- Led successful influencer gifting campaign via Instagram, driving brand engagement and visibility.
- Crafted compelling newsletters and press releases, amplifying brand presence and reach.
- Orchestrated London Fashion Week events, adeptly sourcing suppliers and materials to elevate brand experience.

Education

Master in Fashion Promotion, Communication and Media

2019 - 2020

Istituto Marangoni London

- Study units such as: Industry placement (internship), creative direction, fashion journalism, innovative communication.
- Collaboration with the brand JIGSAW, on creating and directing a A/W 2019 video campaign, photoshoot and magazine.

Bachelor on Jewelry Design

ESAD Porto / Escola Massana Barcelona

2015 - 2018

- Study units such as: jewelry craft and design and fashion direction,
- 6 months of ERASMUS