

ADRIANA SANTOS

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PR ASSISTANT | PRESS FLEET MANAGER | COPYWRITER

About Me

Communications professional with experience in PR, press fleet management, and content creation. Skilled in media relations, data-driven storytelling, and social media copywriting, delivering impactful narratives and measurable results.

EDUCATION.

Master's in Tourism Management and Planning

Universidade de Aveiro
2014 - 2017

Bachelor's in Journalism

Escola Superior de
Comunicação Social IPL
2011 - 2014

Exchange Program Journalism

Universidade Federal do Rio de
Janeiro
2013

COURSES.

SEO for Journalists

Cenjor | 2021

Web Copywriting Workshop

EDIT. | 2021

EXPERTISE.

- Content writing in English and Portuguese
- Copywriting
- SEO
- Google Analytics & Chartbeat
- Photo editing
- Fleet management
- Press release writing

WORK EXPERIENCE.

PR ASSISTANT & PRESS FLEET MANAGER

Caetano Automotive Portugal | 2024 - present

- Drafted and distributed press releases, consistently monitoring media coverage to optimize communication strategies.
- Coordinated press vehicle bookings, overseeing technical inspections and repairs to ensure operational excellence.
- Analyzed KPIs and produced detailed reports on media impact from vehicle loans, events, and press campaigns.
- Managed and optimized press fleet budgets, ensuring cost efficiency and resource allocation.

DIGITAL CONTENT WRITER

Media Capital Digital | 2021 - 2024

- Wrote for AWAY Magazine until 2023, focusing on SEO and Google Analytics to drive website growth;
- Joined Portal IOL in June 2023, contributing to a ~100% increase in page views.

COPYWRITER

Sofia Dinis She is Art | 2021

- Creation of engaging social media copy;
- Designing new templates for client email communications;

FREELANCE COPYWRITER

2020 - 2021

- Wrote PR content for diverse brands across sectors, including technology and consumer goods.

JOURNALIST

Media Camp | 2017 - 2020

- Contributed to the launch and development of A Maria Vaidosa Mag (lifestyle), Tribo Mag (parenthood), and Lemon Mag (kids' fashion and lifestyle).
- Supported conceptualization and defined editorial voice for each magazine.
- Wrote and edited content, and helped set topics and themes for each issue.

JOURNALISM INTERN

Masemba | 2016 - 2017

- Article writing for Lux Magazine (society) and Cristina Magazine (lifestyle).