

ANA PAULA DOMINGUES

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Objective/Area of Interest:

Seeking opportunities in senior-level positions in the fields of data/social & market insights. Open to new opportunities in the data field with a focus on tech.

Professional Experience

Freelancer – Analytics & Consumer Insights

September/2023 – Present

Responsibilities:

Creation of customized reports tailored to essential client needs, encompassing specialized projects in social listening and performance analysis.

3C Gaming – Social Business Intelligence

February/2022 – August/2023

Responsibilities:

Supervision of data infrastructure, covering social information, influencers, and internal KPIs. Coordination of opportunities, crisis management in conjunction with planning, and implementation of strategies in all phases of campaigns (pre, during, and post). Management of networks for over 40 influencers in the e-sports segment. Serving prominent clients including Bradesco, Next, Casas Bahia, Listerine, Citroën, iFood, LG, Estrela Bet, Prime Video, TIKTOK, Tencent, and TNT.

TradersClub (TC) – Social Listening Specialist

February/2021 – February/2022

Responsibilities:

Leadership in creating and structuring a new area in the company, with a special focus on official brand profiles and ambassadors. Played a key role as the main indicator for assessing brand health, trend analysis, and understanding market/competitor perception in the sector.

PicPay – Social Listening Specialist

December/2019 – January/2021

Responsibilities:

Pioneered the development of the social insights area within the startup, integrated into the growth structure. Main focus on identifying opportunities and trends in the sector, providing support to product and customer success teams. During the pandemic, played an active role by providing real-time reports on mentions related to emergency aid and contributing to the strategy of the brand's first sponsorship in a major reality show (BBB20).

Mutato – Social Listening

July/2018 – December/2019

Responsibilities:

Led the monitoring, classification, and crisis management of internal products for Itaú bank, with a focus on card machines: Rede and Pop Credicard. Actively contributed to studies, research, and competitor analysis, generating insights and identifying business opportunities.

Cruzeiro do Sul Educacional Group – Social Media Analyst

October/2016 – July/2018

Responsibilities:

Responsible for creating content on educational group pages, managing relationships with clients and prospects, developing calendars, and analyzing results. Real-time participation in fairs and industry events. Pages served include Cruzeiro do Sul Educacional, Cruzeiro do Sul Virtual, Faculdade de São Sebastião (FASS), Universidade Cidade de São Paulo (UNICID), and Centro Universitário Nossa Senhora do Patrocínio (CEUNSP).

Foster Agency – Junior Business Intelligence

February/2016 – September/2016

Responsibilities:

Preparation of performance reports via Google Analytics, monitoring campaign performance in the digital realm as a whole, including taxonomy processes. Collaboration with the performance and media team. Clients served include Sírio Libanês, Hospital Santa Mônica, Hospital São Camilo, AC Camargo, Santa Joana, Bayer, Monsanto, and Good Year.

Foster Agency – Junior Social Listening

September/2014 – February/2016

Responsibilities:

Collaboration with the monitoring team at Ogilvy Agency, developing weekly and monthly reports, conducting studies and research to generate valuable insights for clients. Strategic analysis of competitors in the sector. Clients include Souza Cruz, Burger King, Allianz Seguros, Citibank, Claro, IBM, and Tang.

Foster Agency – Social Media Analyst

January/2014 – August/2014

Responsibilities:

Responsible for creating agendas/calendars, creative materials, and managing pages for the Merial brand. Weekly and monthly monitoring reports.

Foster Agency – QA and Social Media Intern

July/2012 – December/2013

Responsibilities:

Responsible for testing applications developed by the agency, such as the São Paulo Metro app. Conducted tests on pages and sites for all agency clients. Actively monitored social media, metrics, and interactions for clients such as Merial, Bayer, Monsanto, and ArcelorMittal.

Academic Education

MBA in Digital Marketing – University of São Paulo City

July/2017 – December/2019

Bachelor's degree in Advertising and Propaganda – Cruzeiro do Sul University

January/2012 – January/2015

Courses

LGPD Compliance – UDEMY

2023

Mastering Prompts – UDEMY

2023

Social Media from End to End - QSSM
2018

Licenses

Advanced Google Analytics Course - Google
2023

Languages

English – Intermediate to Advanced

Spanish - Basic