

HELENA ANTUNES

Communications Executive



ADDRESS Guimarães, 4835-106, Portugal

PHONE (+351) 911 015 250

EMAIL helenantunes85@gmail.com

LINKS [LinkedIn](#)

Employment History

Jul 2017 – Present

[GUIMARÃES, PORTUGAL](#)

Communications Manager

PRIMARIU Full digital agency

- Content creator (B2B/B2C e-commerce and institutional websites, blogs, social media, email marketing campaigns and any other distribution channels)
- Creating guidelines that define brands' voices both online and offline; building and managing editorial calendars to ensure deadlines are met
- Optimizing content for search engines; proof-reading to ensure quality control of all information released whether in Portuguese, English or Spanish
- Conducting research to identify market trends, competition & target's preferences
- Collaborating with designers to plan and oversee the production of marketing materials
- Operating as the lead point of contact for customer account management matters; responding to communication-related issues in a timely manner

Feb 2016 – Jun 2017

[GUIMARÃES, PORTUGAL](#)

Communications Officer

APETT (Portuguese Association of Textile Engineers & Technicians)

- Corporate communications to improve the quality of the Association's voice and image via different online and offline channels (internal newsletter, social media, website, in-house magazine, corporate print ads, invitations and other marketing materials)
- Organizing & attending promotional events (trade shows, corporate dinner parties, talks)

Education

Oct 2014 – Jan 2017

[BRAGA, PORTUGAL](#)

University of Minho

Master's degree in Communication Sciences

Specialization area: Adverting and Public Relations | Final grade of 16 (1 to 20 scale)

Sep 2013 – Feb 2014

[VALENCIA, SPAIN](#)

ERASMUS at Universidad CEU Cardenal Herrera

Bachelor's degree in "Publicidad y Relaciones Públicas" and "Periodismo"

Oct 2011 – Jun 2014

OPORTO, PORTUGAL

Fernando Pessoa University

Bachelor's degree in Communication Sciences

Exceptional academic performance: beneficiary of exemption from tuition fees in the time course regarding international mobility, as stated by the Merit Exchange access criteria.

Internships

Aug 2019 – Aug 2019

Trainee (full-time)

PRIMARIU Full digital agency

- Coordinating external and internal communications
- Management of websites and social media presence
- Supporting the team in all aspects of copywriting

Jul 2015 – Sep 2015

OPORTO, PORTUGAL

PR intern (full-time)

Pure Communication

- Creating news releases, press kits, presentations, newsletters and keynote speeches
- Managing media relations (print, broadcast and online media); phone and email key journalists to try to interest them in the press releases and feature ideas
- Analyzing clipping and media coverage

Sep 2012

OPORTO, PORTUGAL

Summer intern (full-time)

Canal 180 TV

- Copywriting (infographics, interviews, voice-over, website articles)
- Press officer
- Voice-over and outdoor reporter

Feb 2012 – Mar 2012

VILA NOVA DE GAIA, PORTUGAL

Intern (part-time)

Nova Era Radio

- Interviewer for Portuguese band
- Support at "Melhores do Ano '12" press conference
- Preparing background research and newswriting for the radio's website

Languages

English (highly proficient)



Portuguese (native)



Spanish (B1 certified)



Skills

HARD SKILLS

SEMrush / HubSpot / MailChimp / Onmisend / Drip / Swonkie / Google Analytics / Leadpages / Hotjar

SOFT SKILLS

Strong speaking and listening skills / Critical thinking / Aesthetic sense / Proactive spirit / Team worker / Multitasker

Courses

2017 – Present

HUBSPOT

Email marketing; Content MKT; Inbound and MKT Software

Oct 2017 – Oct 2020

GOOGLE ANALYTICS ACADEMY

Google Analytics for beginners

Mar 2017 – May 2017

GOOGLE & IAB SPAIN

Digital marketing

Sep 2013 – Feb 2014

UNIVERSIDAD CEU CARDENAL HERRERA

Spanish B1

Mar 2011 – Apr 2011

TRIFORMIS CONSULTORIA

English - customer service

Nov 2011 – Dec 2011

NOVA ERA RADIO

Radio broadcasting

Jan 2011 – Mar 2011

SILVA JORGE PHOTOGRAPHY

Digital photography