



BEATRIZ
RESENDE

📍 Lisbon, PT
☎️ +351 913258795
✉️ aabbresende@gmail.com
🌐 anabeatrizresende.com

After my Bachelor's in Art and Design, where I learned the foundation in fields like communication and multimedia as well as, editorial and graphic design, I joined a Master's in Aesthetic focusing in Photography and Cinema, where my real passion truly lies, to elevate my craft and fuel my ability to merge an artistic vision with my technical skills. Always using an innovative vision and the right determination to accomplish all my goals, I believe my creative journey has only just begun.

KLEED - Marketing Júnior

march '23 - present

- Art direction and creation of fashion-oriented photography and video content
- Development of engaging content across multiple social media platforms (Instagram, Facebook, Twitter, etc.)
- Development of branding strategies, creating captivating graphic designs for digital as well as editorial designs for printing assets
- Formulate marketing and PR strategies aligned with business goals
- Provide support in managing Google Ads and Meta campaigns

PTWine Project

may '24 - october '24

- Developed PTWine's rebranding, designing cohesive and visually compelling graphic assets for digital
- Managed and created engaging content across social media platforms (Instagram, Facebook, etc.), enhancing brand presence.
- Designed and executed targeted email marketing campaigns, driving customer engagement
- Developed and managed Google Ads and Meta campaigns

Brodheim Group

october '22 - january '23

- Assisting customers with purchases and fashion advice
- Conducting stock counts and managing inventory
- Providing customer service and guidance

Freelance Creator

2020 - 2023

- Art direction for fashion and music videos
- Cinematography and photography direction, video capture, and video editing
- Development and making of graphic and communication design for visual storytelling

where i studied

NOVA FCSH University of Lisbon

2021 - present

Master Degree in Aesthetics and Artistic Studies specializing in Film and Photography

ESEC - Escola Superior de Educação de Coimbra

2017 - 2021

Bachelor Degree in Art and Design

Escola d'Art i Superior de Disseny, Balearic Islands

2019

Erasmus+ Program in Graphic and Communication Design

what i learned

Portuguese ●●●●●

English ●●●●○

Spanish ●●●●○

hard skills

Photoshop ●●●●●
Premiere ●●●●●
Illustrator ●●●●●
InDesign ●●●●○
Lightroom ●●●●○
UX/UI Design ●●●○
After Effects ●●○○○

soft skills

Creativity Skills
Communication Skills
Adaptability
Resilience
Critical Thinking
Creative Problem Solving
Project Management