

RODRIGO ANGEIRAS

DIGITAL MARKETING | CAMPAIGN STRATEGY | CREATIVE & CONVERSION-FOCUSED DESIGN

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PROFESSIONAL SUMMARY

Marketing professional with experience in digital marketing, paid media, social media campaigns, brand positioning, and conversion-focused web and creative work. Since 2015, has supported B2B and B2C clients across web, social, advertising, and retail environments. Combines marketing strategy, campaign execution, copywriting, and creative production with a strong foundation in UI/UX and brand design.

CORE MARKETING SKILLS

Digital Marketing • Marketing Strategy • Campaign Planning & Execution • Paid Media (Meta Ads & Google Ads) • Organic Social Media • Social Media Content & Copywriting • Brand Positioning • Conversion-Focused Landing Pages • B2B & B2C Marketing • SEO • Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Marketing Lead | Mega Moveis | Maceio, BR | 2023-2025

- Led marketing strategy for digital and physical retail products, supporting sales growth and brand positioning.
- Supervised and aligned marketing and sales teams with business goals.
- Planned and executed paid and organic social media campaigns.
- Created branding, promotional materials, and digital advertising assets.
- Contributed to conversion-focused campaign design and supported digital engagement growth.

Design Lead & Creative Strategist | MOND Marketing | Maceio, BR | 2022-2024

- Developed digital and print creative for web, social media, and marketing campaigns.
- Created UI/UX layouts, landing pages, and conversion-focused design solutions.
- Produced brand visuals, style guides, promotional materials, social media content, and paid ad creatives for Meta Ads and Google Ads.
- Collaborated with marketing teams to align creative work with business and performance goals.

Product Designer | Self-Employed | Remote | 2015-Present

- Delivered UI/UX and marketing assets for web and social media, supporting paid campaigns and organic growth for B2B and B2C clients.
- Created conversion-focused landing pages and Meta Ads creative.
- Delivered end-to-end visual solutions spanning design, copywriting, and post-production.
- Managed multiple remote projects from concept through final delivery.

MARKETING, CREATIVE & DIGITAL SKILLS

Marketing

- Paid media: Meta Ads and Google Ads
- Social media content design and copywriting
- SEO

Web & UI/UX

- UI/UX design: Figma and Framer
- Low-code/no-code platforms: Framer, Wix, Wix Studio, Squarespace, Zyro, and WordPress

Design & Creative Production

- Adobe Creative Suite: Photoshop, Illustrator, XD, Dimension, Premiere Pro, and After Effects
- Pixel-perfect design
- Brand guidelines and style guides
- Digital photo manipulation for marketing and branding projects
- Video editing and print design

Collaboration & Project Management

- Trello, Asana, Miro, and FigJam
- Agile workflows and cross-functional collaboration

EDUCATION

B.A. in Advertising | Uninassau | Maceio, BR | 2012-2015

B.A. in Tourism | Estacio-FAL | Maceio, BR | 2002-2006

LANGUAGES

English C2 (CEFR) - ICOT Dublin | Portuguese - Native | Spanish B1 (CEFR)