

CONTACT

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Ponta Delgada, São Miguel Island

EDUCATION

Master's in Economic and Business Sciences

Marketing Specialization
University of the Azores

2023 – Nov 2025

Dissertation: Advertising Campaign Planning — Multichannel Strategies

Bachelor's in Management

University of the Azores
2020 – Jun 2023

SKILLS

- Digital Marketing
- Social Media Management
- Content Creation
- Brand Identity & Web Design
- Photography & Video
- Market Analysis

SOFTWARE

Adobe Photoshop

Adobe Lightroom

Adobe Illustrator

DaVinci Resolve

Framer

LANGUAGES

Portuguese — Native

English — B2 (Upper-Intermediate)

Grade A · LAL Berkhamsted

MIGUEL ARRUDA ANDRÉ

Digital Marketing · Content Management · Brand Communication

PROFILE

Marketing professional with a Master's in Economic and Business Sciences, specialising in Marketing. Dissertation applied directly to a real internship, focusing on multichannel advertising campaign planning. Currently combining part-time content editing and translation for an international client via Webcertain with freelance web design, branding, and digital marketing for local businesses.

PROFESSIONAL EXPERIENCE

Content Editor / Translator (CURRENT) May 2026 – Present

Webcertain · Part-time · Remote

- Content editing and translation for an international client account, within an established multichannel content and localisation workflow.

Freelancer — Design & Digital Marketing (CURRENT) Mar 2026 – Present

Self-Employed · Remote / Ponta Delgada

- Web design, branding, and social media strategy for local businesses, including brand identity, website design, and content planning. Portfolio at m-andre.com.

Digital Marketing Oct 2025 – Mar 2026

Moniz de Sá Veículos Automóveis, Lda.

- Social media management and planning, website, photography, video, and graphic design for six automotive brands, simultaneously.

Content Manager · Internship Sep 2024 – Sep 2025

LMO Zona de Ideias – Image, Communication and Marketing, Lda.

- Client briefings, supplier contact, social media monitoring, and event support, acting as point of contact between clients and internal teams.

Accounting Assistant · Part-time Oct 2023 – Jul 2024

MAGA Contabilidade

- Processed quarterly VAT returns for over 20 clients and managed invoicing and fiscal record-keeping.

OTHER EXPERIENCE

ERASMUS+ Exchange · Skriveri, Latvia · April 2018

One-week exchange focused on the European Commission, with daily communication in English with peers from across Europe.

Summer School · LAL Berkhamsted, United Kingdom · Jul–Aug 2016

Two-week English immersion programme. B2 (Upper-Intermediate) level with a final grade of A.

PERSONAL PROJECTS

On a personal level, I work regularly with photography, video, and design — across portrait, event, and product contexts. This practice runs alongside my professional work and directly feeds into the visual content I produce commercially.