

ISABELLE BUCHIANERI

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Ubatuba - SP



ABOUT

Marketing professional, with focus on **content, social media and digital design**, working with **strategic creation**, storytelling and multi-format campaigns. I have a sensitive eye for human behavior and diversity, and I apply this to the communication of purposeful brands. I look for projects where **I can combine creativity, organization and real impact**.

EDUCATION

Communication, Diversity and Inclusion within Organizations

PUC

2022 - 2022 Master Degree

Offers training focused on the six dimensions of diversity (gender, race, fatphobia, PCD, generational and LGBTQIA+) from an intersectional and integrated perspective in the various forms of communication: digital media, advertising, public relations, communication advisory and internal communication . The objective is to train professionals to act as managers of diversity and inclusion.

Marketing

CENTRO UNIVERSITÁRIO SENAC

2019 - 2021 Bachelor

Focused on strategic marketing plans, it offers tools to identify trends and sales opportunities, develop commercial campaigns and work on market positioning.

EXPERIENCE

EDITORIAL GROUP PENSAMENTO

Marketing Analyst

June 2024 – December 2025

São Paulo

- Writing and developing in many formats;
- Scenery, script, photography and design of video and image posts;
- Planning and surveying topics for the construction of posts;

- Creation of articles for LinkedIn
- Scheduling and organization of social networks (Cultrix seal);
- Creation and development of campaigns;
- Content for RD Station;
- Trade fairs and events;

FREELANCER

December 2023 - May 2024

- Communication work for social networks (see here).
- Branding consultancy.
- Content writing and SEO (read here).
- Tailor-made Powerpoint presentations.

I've lived through a period of intense focus on my personal **well-being and improving my education**. Dedicated significant efforts to building new materials and seeking knowledge through specialized courses and services. This commitment not only strengthened my skills, but also inspired me to explore new perspectives and opportunities for growth.

AGÊNCIA FLUXO COMUNICAÇÃO

Social Media and Copywriting

June 2023 - October 2023

- Write and unfold pieces in different formats, on and off;
- Planning and survey of themes for the construction of posts;
- Scheduling and organization of social networks;
- Creation and deployment of campaigns;

AGÊNCIA AMAPOLA

Social Media and Designer

November 2020 - March 2023

- Creation of feed grids for customers' instagram (10k+ followers) monthly and weekly.
- Development of copywright's consistent with the profile of each client.
- Promotional graphic productions to boost

DENTAL OFFICE

Marketing & Design Assistant

October 2020 - October 2021

- Elaboration and founding of the Diversity Squad.
- Customer service, social media management, design assistance in campaigns, creation of mail marketing and internal communication.

COURSES

- Digital communication and data journalism: Introductory concepts
FGV | [Credencial](#)
- Nonviolent Communication: How to Relate with Empathy
Udemy | [Credencial](#)
- Critical Thinking Strategies For Better Decisions
Udemy | [Credencial](#)
- How to hire and include trans people
Coletivo | [Credencial](#)
- Ageism and Generations in Organizations
Coletivo | [Credencial](#)
- Certification in Leadership, Ability to Learn and Resilience
PUC | [Credencial](#)
- Biases and Impacts on Inclusion
Coletivo | [Credencial](#)
- The horizons of Diversity and Inclusion
Coletivo | [Credencial](#)

SKILLS

Content creation, Social media, Campaign planning, Graphic design, Adobe Photoshop, Adobe package, Canva, Copywriting, Creative writing, Digital marketing, SEO, content optimization, Content strategy, Metrics, data analysis, Post scheduling, RD Station tools, Hootsuite, Mlabs, Branding, visual identity, Storytelling, Email marketing, Community management, Visual communication, Video production, scriptS.

TESTE DE PERSONALIDADE

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