



Melisa Kalaycioglu

Digital Marketing Consultant |
Webmaster

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📍 Balneário Camboriú, Santa Catarina, Brazil

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SUMMARY

Experienced digital marketing consultant and project manager, skilled in implementing effective strategies to drive online visibility, increase sales, and foster customer engagement. Adept at leveraging data-driven insights and innovative techniques to deliver measurable results. Passionate about transforming brands' digital presence into thriving businesses.

KEY SKILLS

Growth Marketing
Project Management
SEO
Email Marketing
Copywriting
Data Analytics
Adobe Photoshop
Illustrator
Paid Traffic Management
E-commerce
Agile Methodologies

EDUCATION

Bachelor's Degree in Marketing
Fundacion de Altos Estudios en Ciencias Comerciales

EXPERIENCE:

Novara Iluminação

Digital Marketing Consultant

- Developed company website and executed comprehensive communication strategies, including paid media and optimized landing pages.
- Conducted competitor analysis and improved brand's digital positioning.
- Implemented customer acquisition and retention strategies, managing paid campaigns across various platforms.

H7 IMPORT

Senior Marketing Analyst

- Managed marketing projects and developed communication strategies, emphasizing social media and blog content.
- Designed brand visual identity materials and managed paid traffic campaigns.
- Collaborated with sales team to identify market opportunities in foreign trade sector.

Paim Comunicação

Copywriter

- Produced content for blogs, social media, and email marketing, generating leads and providing translations for clients.

Melisa Marketing

Executive Director

- Founded and currently operate a digital marketing agency, specializing in Adobe Photoshop and more.

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