

Luana Paula

Communication Strategist
Digital Marketing
Creative Direction

+55 (11) 970264030
luanapaulacomunica@gmail.com
www.luanapaula.com

About Me

I have 10 years of experience in communication and move seamlessly between strategic and creative roles. I'm a professional with a natural ability to connect ideas, people, and deliverables, and I enjoy thinking about communication in an integrated and holistic way. I value collaborative environments where listening and exchange enrich the process. I feel comfortable leading projects, managing timelines, and building thoughtful solutions.

My background is in Social Communication, and over time I've deepened my expertise in branding, digital influence, and art direction. Today, I confidently handle both strategic planning and visual/institutional care, always focused on brand narrative consistency and strength.

Skills

- Strategic Communication and Marketing Planning
- Art Direction • Graphic Design • Branding
- UI/UX Design
- Corporate Events and Internal Marketing (Endomarketing)
- Creative Writing and Multiformat Content Production
- Platforms: Illustrator, Photoshop, Premiere, Audition, Canva, Figma, WordPress, Wix,
- RD Station, Mailchimp, Dinamize
- Meta Ads and Google Ads (strategic perspective)
- Excel, PowerPoint, Forms, Google Workspace
- Advanced English • Intermediate Spanish

Education

Bachelor's Degree in Social Communication
Journalism
Faculdades Integradas Rio Branco

Experience

Artemis Agency

São Paulo, SP | 2022 – 2025

Founder & Head of Communication and Creative

- Led communication and marketing projects focused on branding, integrated campaigns, digital influence, and large-scale events.
- Developed content strategies and organic media planning.
- Directed visual identity and brand storytelling
- Oversaw the creation and review of assets for social media and email marketing.
- Managed cross-functional teams (content, product, commercial, operations), ensuring cohesive project delivery.

ABVCAP Brazilian Private Equity & Venture Capital Association

São Paulo, SP | 2019 – 2022

Marketing & Communication Analyst

- Planned and executed institutional campaigns and investment sector events.
- Produced newsletters, graphic materials, digital content, and coordinated vendors.
- Managed brand visual identity and internal communication initiatives.

R7 Entertainment

São Paulo, SP | 2019

Freelance Writer

- Created reports and digital content for media platforms.
- Covered events and managed editorial planning.

Cadiveu Professional

São Paulo, SP | 2019

Social Media & Designer

- Planned campaigns and developed visual content for social media and events.
- Managed influencer activations and collaborations.

Care Plus (Bupa Group)

São Paulo, SP | 2018 – 2019

Social Media & Designer

- Created and executed internal and external communication campaigns.
- Managed events and internal marketing actions.

Additional Courses

- AI for Creative Design - Online Course
- Technical Degree in Fashion and Art – Senac
- Technical Degree in Administration – ITB Technical Institute
- Strategic Marketing – Insper
- Branding and Brand Strategy – EBAC