



CÁTIA ISABEL SILVA

CONTACT ME

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MAIN LANGUAGES

Portuguese - Native

English - Fluent

EDUCATION BACKGROUND

UNIVERSITY LUSÍADA OF LISBON

Bachelor degree in Health Psychology - graduated in July 2007

TECHNICAL SKILLS

- Microsoft Office (Word, Excel, PowerPoint)
- Wordpress
- Knowledge & practice of advanced SEO
- *Google Analytics*
- Basic photo and video editing knowledge
- SPSS - Statistic Software
- Decent knowledge of HTML & CSS
- Experience with *Moodle* Platform as Administrator
- Proficient with *Scrivener*

PUBLISHED AUTHOR

- *Sombras* (Shadows) - novel, 2014
- *Novo Mundo* (New World) - novel, 2010

ABOUT ME

I started my professional path by training social skills in children. Throughout my professional career, I always look forward to a challenge, given those to enrich my experience, increase my knowledge, and improve both my professional and personal abilities.

I have a degree in Psychology and am currently working in Content Marketing, a field in which I've been improving and increasing my knowledge daily. I'm a blogger since 2014, writing about many different topics.

I'm accepting translation jobs since 2012, working on different kinds of projects, most of them in the mental health area.

WORK EXPERIENCE

CONTENT MARKETING SPECIALIST

Virtual Human Technologies
May 2019 - present

- Responsible for the creation of content marketing related to the product *Virtual Orator*, such as blog posts.
- Social Media management - creating and schedule posts on different social media platforms (Hootsuite); responsible for community growth and interaction.
- Responsible for the monthly *Newsletter*
- Market research for potential clients
- Research and production of material for product development

ONLINE CONTENT DEVELOPMENT

Blogger (2014 - present):

- Content creation and research
- Community development
 - <https://catiaisabelsilva.wordpress.com/> (in English)
Blog about writing techniques. The primary audience is young writers. I also developed a small community around this blog to share experiences, doubts, and promote new writers.
Facebook Page: <https://www.facebook.com/ha.vida.entre.as.linhas> (En/PT)
 - <https://psychologyinourworld.wordpress.com/> (in English)
Talks about psychology in a technical, yet accessible, way. It was created as a help for college students.
 - <http://beingamumthesedays.blogspot.com/> (in Portuguese)
This blog is slightly fun, and its goal is for parents to take a laugh of parenthood and daily challenges. Still in the early process of building a community.
Facebook Page: <https://www.facebook.com/being.a.mum.these.days>
 - <http://sentirsaude.blogspot.com/> (in Portuguese)
About health in general, quality of life, and a few tips to feel better and be healthier.
Facebook Page: <https://www.facebook.com/sentir.saude.blog>

Ki - Online Maganize (2015)

- Monthly publication of an article about mental health

Translation Jobs (2012-present)

I've been involved in multiple small projects in different areas. Most commonly, in the mental health area and culture.

DISTRICT COORDINATION OF FASTRACKIDS FRANCHISE

May 2008 - August 2013

- Promotion, and presentation of the course curriculum and advantages in multiple schools.
- Resolution of issues related to other teachers in the area.
- Teaching the Course in two schools.
- Participation in events related to the franchising.

ADMINISTRATIVE ASSISTANT

ENSINUS - Empreendimentos Pedagógicos
January 2010 - August 2012

- Administrative support for the institution's management.
- Face-to-face and telephone service.
- Support with staff management.
- Institutional communication with parents and guardians.