



MARCO CRUZ

10/25/1988

MARKETING,
COMMUNICATION &
DESIGN

PROFILE

I was born in Fundão, Portugal, and I have always had a great passion for technology and writing. During my professional career, I've always tried to assimilate all the skills that can be useful to perform all tasks to the best of my ability in Communication and Design.

MAIN SKILLS

- Copywriting e SEO
- Translation and Subtitling
- Digital Marketing
- CMS Mangament
- Social Media Management
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- UI/UX Design
- HTML/CSS

LANGUAGES

- **Native:** Portuguese
- **Others:**
 - English: C2 - Advanced
 - Spanish: A2 - Basic
 - French: A1 - Basic

PROFESSIONAL EXPERIENCE

Marketing & Communication Manager

Readiness IT, Systems Integrations, SA (2018 - Present)

- Design of graphic materials for internal communication and social networks.
- Writing of press releases to be sent to local and national media.
- Writing and sending of regular internal newsletters.
- Creation and editing of videos for internal communication and publication on social networks.
- Subtitling of institutional videos.

Freelance Content Translator

Wondershare Software (2013 - 2022)

- Translation of articles from English to Portuguese-BR.
- Translation and localization of software: Wondershare Filmora, Wondershare dr.fone, Fotophire, TunesGo, FilmoraPRO.
- Portuguese-BR article writing.

Freelance News Writer

Blasting News Portugal (2014 - 2016)

- Writing of daily news and articles about several topics.

Web Designer and Content Manager

Remagril, Lda. (2013 - 2014)

- Creation and management of the company's website and social networks.
- Creation of graphic material.
- Management and replacement of stock.
- Management of content on the various pages in which the company is inserted.

Copywriter Freelancer

Artigo Mundo (2011 - 2012)

- Writing of various articles for online publication.

ADDITIONAL SKILLS

- Certified in Digital Marketing for Copywriters, 2014

Driving license, cat. B

VOLUNTEER WORK

- **Content Translator** (Lanmodo, Nov 2016-Jan 2017);
- **Articles Writer** (Revista PUSHSTART, Set 2010-Dez 2010, Abr 2013-Jun 2013);
- **Content Writer and Translator** (Ritmurbano, Jan 2013-Set 2013);
- **Articles Writer** (NGE - Nova Geração de Entretenimento, Abr 2013-Jun 2013);
- **Articles and News Writer** (Android Blog, Mar 2013-Jun 2013);
- **Content Writer and Editor** (Hi-Gamers, Jan 2010-Mar 2010);
- **Forum Moderator and Content Writer** (MyGames, Dez 2008-Dez 2009).

CONTACTS

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linkedin.com/in/marcocruz1/

ACADEMIC RECORD

Universidade da Beira Interior, Covilhã

Bachelor's Degree in Design Multimedia, 2015-2018

- Final course grade: 20.
- Professional internship carried out at Readiness IT between September 2018 and September 2019.

AFTEBI, Covilhã

Pre-Bachelor's Degree in Multimedia Product Development, 2011-2013

- Final course grade: 15/20
- Curricular internship carried out at DM Consultores, Lda, between May and September 2013. Final grade: 17/20.
- Professional internship carried out at Remagril, Lda, as Web Content and Stock Manager, between September 2013 and September 2014.

Escola Secundária do Fundão

Highschool Diploma in Electronics, Automation, and Computers, 2007-2010

- Final course grade: 15/20.
- Curricular internship carried out at the Fundão Municipal Library, between April and July 2010. Final grade: 17/20.
- Professional internship carried out at Costa & Costa, Lda, as a Computer Technician, between December 2010 and September 2011.

INTERESTS AND HOBBIES

Passionate about sports and a regular exerciser of calisthenics. I enjoy writing and watching content with good plots, interesting characters, and captivating stories, whether in the form of series, movies, or games.