





DANIELE ROCHA

MARKETING &
COMMUNICATIONS



-  (650) 776-8390
-  danirocha1990@yahoo.com.br
-  Sunnyvale, CA
-  linkedin/danielerochamkt

SKILLS

- Content Creation
- Event Management/Planning
- Digital Design
- Marketing Strategy
- Social Media Strategy
- Creative
- Multi-task
- Project Management
- Interpersonal Communication
- Tech Savvy
- Leadership
- Interpersonal Communications
- Portuguese & English speaker

EDUCATION

Postgraduate Degree: Business Corporate Communications Management, 2016
CEUB- University Center of Brasília, Brasília, DF, Brazil

Bachelor's Degree: Marketing and Communications, 2014
IESB - Higher Education Institute of Brasília, Brasília, DF, Brazil

PROFILE

As a versatile marketing professional, I have a mix of skills and experience that makes me unique. I'm good at creating innovative marketing plans, including captivating content, successful campaigns, and events. I work well with cross-functional teams and know how to build relationships with clients and stakeholders. I have a sharp eye for detail and can keep up with emerging technologies and trends. I'm passionate about marketing and have a wide range of skills that I can use to make valuable contributions to your organization.

EXPERIENCE

DIGITAL MARKETING INTERN -

California International Trade Center, Palo Alto, CA, USA - 2021 - 2022

- Developed and implemented social media strategies to boost brand awareness and people engagement through successful marketing campaigns
- Conducted in-depth research on industry trends and competitor analysis to provide valuable insights to the marketing team
- Elevated brand's online presence by creating targeted content and digital art for multiple platforms

MARKETING AND COMMUNICATIONS MANAGER

A.Telecom - Brasilia, DF, Brazil 2014 - 2016

- Spearheaded and coordinated cross-functional initiatives, managing personnel, resources, and timelines to ensure project completion on-time and within budget
- Organized and executed events and conferences, providing their success, and identifying improvement opportunities while collaborating with internal and external teams
- Devised and implemented a successful content marketing plan that boosted engagement and brand awareness using multiple channels, including website, press releases, LinkedIn, Facebook, etc.
- Coordinated and executed cross-functional projects for CEO, HR, and sales teams, demonstrating strong project management skills and ability to handle diverse project portfolios

DANIELE ROCHA

MARKETING &
COMMUNICATIONS



EXPERIENCE

CERTIFICATIONS

- **Cañada College:** Certification in Business, Management, Marketing, and Related Support Services. January 2022 - December 2022, Redwood City, California, USA.
- **She Codes:** Introduction to Coding (HTML, CSS, and JavaScript). September 2020 - August 2021. California, USA
- **Stanford University:** Become a data CEO: The framework for mastering data and driving innovation. March 2017 - November 2018. Palo Alto, California, USA.
- **Stanford University:** The Internet of Things (IoT). March 2017 - November 2018. Palo Alto, California, USA
- **Foothill College:** Principles of Marketing. August 2017 - November 2018. California, USA
- **ESPM:** BtoB Business Marketing. April 2015 - June 2015. São Paulo, Brazil

COMMUNICATIONS AND MARKETING INTERN & EVENTS

Brazil Federal Attorney - Brasilia, DF, Brazil 2012 - 2013

- Managed budgets and timelines to ensure cost savings and on-time project delivery
- Maintained high accuracy in all communications, resulting in satisfied customers and informed employees
- Collaborated with cross-functional teams to ensure consistent messaging and branding across all communications and marketing materials, maintaining cohesive and professional image for company. Provided administrative support to communications and marketing team, including scheduling meetings, organizing files, and maintaining databases
- Increased productivity and morale by engaging and informing over 1,000 employees daily through creative and captivating content
- Executed flawless in-person events for up to 500 people, managing all aspects from budget allocation to contract negotiations, resulting in memorable and successful events

ADDITIONAL EXPERIENCE

Graphic Designer at Universal Mídia Publicidade, Brasilia, DF, Brazil

Customer Care Representative at DMV Brasilia, Brasilia, DF, Brazil