



Marcela Bonafé

28 years old
Communications Strategist
Brazilian and Italian

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Amsterdam, The Netherlands

Profile

Ambitious professional with 10 years of proven experience in communications for international brands. Between internships, CLL and freelancing, I've worked with different industries, ranging from one of the largest media producers in Latin America to a leading European B2B company. Demonstrated skills in adaptability, fast learning, networking and relationship building. I have certificates in English and French, as well as programming and video editing courses and familiarity with WordPress.

Skills

- Creativity
- Community Management
- Relationship Building
- Media Relations
- Team Work
- Problem Solving
- Excellent Communication Skills
- Strategic Communication

Courses

Programming in HTML 5
at Impacta Technology – 40 hours

Adobe Premiere
at Impacta Technology – 40 hours

LinkedIn Learning
Multiple courses about marketing, social media, SEO and writing

Languages

Portuguese – Native

100%

English – Fluent

100%

French – Advanced

80%

Spanish – Intermediate

60%

German – Intermediate

60%

Education

02.2015 – 07.2019

Journalism Bachelor, ESPM

◆ Brazil

02.2023 – 02.2024

**Entertainment Communication Master's
Programme, University of Amsterdam**

◆ The Netherlands

Extracurricular activities

AuPair, Zurich Area, Switzerland
2020 – 2021

French Exchange Program, Montréal, Canada
2017 – 2018

English Exchange Programs, Cambridge and Oxford, UK
2012 and 2014

One Direction Brasil Management
2010 – 2012

Work Experience

07.2024 – Present

Amsterdam

Communications Specialist, TBAuctions

As a Communications Specialist at TBAuctions, the leading corporate entity behind B2B auction houses across Europe, I focus on driving employee engagement and strengthening brand presence through strategic communications, both externally and internally.

I create engaging content for internal platforms such as SharePoint, Teams and Viva Engage, and develop external content for LinkedIn, YouTube and our corporate website – all in a variety of formats. I also help to promote TBAuctions' involvement in global events, support all communications efforts and contribute to newsroom updates.

08.2022 – 07.2024

Basel

Remote

Content and Community Manager, Scanderra

As Content and Community Manager at Scanderra, a global marketing and sourcing partner for leading European dental care brands in the FMCG industry, I led the development and execution of content strategies that aligned with the company's brand objectives. My role was instrumental in driving digital engagement, optimising marketing campaigns and fostering community growth across multiple platforms.

Key achievements:

- ◆ Successfully established and scaled social media presence, significantly boosting engagement rates.
- ◆ Implemented digital strategies that contributed to increased sales and brand visibility

10.2021 – 08.2022

Basel

Remote

Marketing Intern, Scanderra

As a Marketing Intern at Scanderra, I gained hands-on experience in content creation and community engagement for three of the company's key brands. I played an active role in developing strategic multimedia content and driving audience engagement to enhance brand visibility and sales.

10.2021 – 08.2022

Basel

Marketing and Communications Intern, Net&Buy

As a Marketing and Communications Intern at Net&Buy, a global network for sustainable, borderless shopping, I worked with cross-functional teams to create engaging content for social media and blogs, while contributing to brand messaging and storytelling. I supported the development of communications materials such as press releases, newsletters and internal communications, tailoring messages for different audiences.

Key achievements:

- ◆ Built and maintained the platform's website database, ensuring it was accurate, up-to-date and easy to navigate.

09.2019 – 02.2020

São Paulo

Remote

Freelance Content Producer, EF

As a Freelance Content Producer for EF, an international education company specialising in language learning, travel, cultural exchange and academic programmes, I created a dynamic YouTube series about exchange programmes. I managed the entire production process, from scripting and presentation to video editing, ensuring that the content was engaging and visually appealing.

Key achievement:

- ◆ The video series is the most viewed content on EF Brasil's YouTube channel.

09.2019 – 02.2020

Rio de Janeiro

Remote

Freelance Content Producer, EF

As a Freelance Interviewer for Agencia Febre, a leading Brazilian PR agency in the audiovisual market, I prepared and conducted interviews with actors, directors, producers and other creatives involved in Globo Filmes productions.

Key achievement:

- ◆ The interview material was successfully used for press releases and social media content, significantly increasing the visibility of the productions.

09.2019 – 02.2020

São Paulo

Part-Time Account Executive, Atomica

At Atomica, a Brazilian media relations and influencer marketing agency, I wrote press releases and communications materials, helped plan and run press conferences, and managed relationships with journalists and influencers to secure media coverage. I also tracked and reported on the results of media efforts.

Key achievement:

- ◆ Supported all PR efforts for HBO during the final season of Game of Thrones, contributing to the success of the campaign.

05.2015 – 02.2018

São Paulo

Freelance Reporter, Capricho

As a Freelance Reporter for Capricho, the largest teen news site in Latin America, I wrote and edited news articles, features and multimedia content for the website's lifestyle section. I covered events in the entertainment industry and produced related content. I also wrote an exclusive weekly blog about exchange programmes directly from Montréal.

02.2016 – 06.2017

São Paulo

Intern Reporter, Capricho

During my internship at Capricho, the largest teen news outlet in Latin America, I proactively wrote and edited news articles, features and multimedia content for the lifestyle section, conducted interviews with artists and developed strategies to drive community engagement. I also scripted and presented a weekly live programme on Facebook.