



# RAQUEL RIBEIRO

MARKETING & COMMUNICATION

## DESCRIPTION

Raquel Lopes Ribeiro has a bachelor's degree in Creativity and Business Innovation from Porto Accounting Business School. After finishing her graduation, she started taken many online courses about Social Media, Digital Marketing, and even Photography.

During the Covid-19 pandemic, she helped some small businesses start their online stores to help them increase sales during the lockdown.

Since 4th January 2021, she started working in RAEGE Santa Maria Station as a Marketer.

## CONTACT DETAILS

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## EDUCATION

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**Porto Accounting and Business School**  
2016 - 2019

Raquel did Erasmus in Estonian Entrepreneurship University of Applied Sciences (Estonia) and Vilnius College (Lithuania).

During her bachelor's she developed and implement ideas and business solutions, developed new products, analyzed and applied new marketing models and innovative techniques, and developed new business models for real companies.

Additionally, Raquel worked as a Designer Assistant intern in Porto's City Council, where she also worked in the reconstruction of markets across the city.

## RAEGE JOB SUMMARY

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**RAEGE - Marketing and Communication**  
01/2021 - Current

Raquel is currently working as a Marketer Intern at RAEGE Santa Maria. Within the scope of her functions, Raquel is responsible for:

- Marketing plan and strategy for RAEGE Azores;
- Dissemination and communication of RAEGE's operation areas and projects;
- Social media management;
- Website creation and management;
- Content creation for the dissemination of scientific knowledge in the Azores, as space area;
- Planning and organizing content for Santa Maria community events;
- The contact point between promotion and coordination of promoted events by RAEGE's partner entities;
- Promotion of European Earth Observation program.

## SKILLS

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- Videomaking
- Photography
- Photo Editing
- Social Media Analysis