

NICOLE DE ARRUDA FERREIRA

MARKETING SPECIALIST | CONTENT CREATOR | COMMUNITY MANAGEMENT

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Brazilian | Date of Birth: April 23, 1994



PROFESSIONAL PROFILE

Marketing specialist, content creator and digital communications professional with more than 10 years of experience building audiences and creating online content. Background in Law, entrepreneurship and international business environments, with hands-on experience in content strategy, brand communication, community engagement and relationship building. International experience across Brazil, Canada, the United States and Italy, with strong cross-cultural communication skills.

PROFESSIONAL EXPERIENCE

Marketing Specialist & Content Creator

International Immigration Firm | Jan 2026 - Present

Marketing and content creation for an international immigration firm serving clients across 29 countries. Develop content strategies and educational digital content, support brand positioning and audience communication, and translate complex immigration topics into accessible content for international audiences.

Digital Content Creator & Influencer

Independent | 2015/2016 - Present

More than 10 years of professional experience in digital content, social media and brand partnerships. Create lifestyle, travel and international living content, develop campaign concepts and maintain long-term relationships with audiences and brands.

Entrepreneur / Business Owner

Brazil | 1.5 years

Owned and operated a business, gaining practical experience in customer relationships, operations, sales, marketing, decision making and day-to-day business management.

EDUCATION

Bachelor of Laws (LL.B. equivalent)

Brazil | Graduated 2016

Academic background in Law with strong foundations in communication, research, analysis and client-facing work.

CORE EXPERTISE

Content Strategy & Creation
Digital Marketing
Community Management
Brand Positioning
Audience Engagement
Social Media Communication
Relationship Building
Campaign Ideation
Cross-Cultural Communication
Entrepreneurship & Client Relations

INTERNATIONAL EXPERIENCE

Toronto, Canada

English language exchange program

New York, USA

3.5 months of English studies and international immersion

Italy

6 months living abroad while working internationally

LANGUAGES

Portuguese - Native
English - Fluent
Spanish - Intermediate
Italian - Beginner

ADDITIONAL STRENGTHS

International mindset
On-camera communication
Creative storytelling
Adaptability
Global professional experience
Business and legal background