



UX Designer & Digital Strategist

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MARIA OLIVEIRA

Education:

UX Bootcamp, School of UX

Design Thinking and
Innovation, Harvard Business
School

Code First Girls MOOCs on
Agile and Scrum, Web and
iOS development

Digital Marketing Strategy,
EdX University of Edinburgh
(2023)

BSc Hon in Business
Birkbeck - University of London
(2018 – 2021)
First-Class Honours

Product Design
Art School Soares dos Reis,
Portugal (2012 – 2015)
Score: 17 out of 20

Languages:

Portuguese (Native), English
(Fluent), Spanish (Fluent)

Skills:

UI, UX, analysis and research,
SEO, Content Strategy, Social
Media Management, Email
Marketing, Online Advertising,
PPC, Affiliate Marketing, basic
knowledge of Adobe Suite and
HTML/CSS

Experience:

2022 - Present

Freelance Digital Marketer

Executed digital marketing strategies for a diverse clientele, including startups, small businesses, and established brands. Undertook tasks from social media management to web design.

- Enhanced companies' digital footprints and augmented sales by an average of 12% through organic social media expansion, targeted email marketing, and SEO-driven content creation.

2022 - 2024

Communications & Marketing Manager

JLGB

Directed comprehensive communications and marketing endeavours for a youth organization.

- Performed several design and marketing tasks on app and mobile-first website eVOLve initiative leading to heightened brand visibility and interaction.

- Orchestrated a 36-hour online fundraising campaign, yielding an impressive £514,085 through adept promotional strategies.

2020 - 2022

Digital Marketing Coordinator

Modafirma LTD

Carried SEO, copywriting, organic and paid traffic, content creation and management (among other tasks) for an Ad-tech E-commerce marketplace within the remit of fashion, health & wellness, homeware, and lifestyle.

- Orchestrated a trends-based content calendar, propelling Modafirma's social media followers by 40% to 30k.

- Crafted a suite of branded infographics and filler posts tied to website articles, which continue to be utilized by the company.