

# LUIZA BEIRÃO CAMPOS

DIGITAL CONTENT MANAGER

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Ghent, Belgium

## EXPERIENCE

### Science Communicator | European Science Communication Institute | Feb 2021 - Oct 2024

- Developed, designed and wrote copy for three websites.
- Planned and executed communication strategies
- Managed simultaneous projects with multiple partners spread across Europe.
- Wrote articles, print material, website copy, youtube scripts, blog posts, social media, newsletters.
- Managed, monitored and analysed content across multiple platforms, including social media and websites.
- Creating compelling digital content such as videos and infographics.

### Project and communications Officer | Ghent University | Jun 2019 - Jan 2021

- Designed, developed and managed the International Erasmus Master's website.
- Managed different projects.
- Launched innovative social media campaigns to reach more students and market the International Master's programme.
- Collaborated with teachers from nine different universities to develop educational videos and online courses.

### Marine Scientist | Oceana Jul 2016 - Aug 2017

- Developed articles, scientific and technical reports, and website copy.
- Conducted scientific research to be used in multiple conservation campaigns.
- Managed all social media accounts, growing followers and reaching thousands of people.
- Produced creative multimedia content in coordination with the communication team.

## SKILLS

Content creation, CSM (Wordpress, Drupal, Wix, SquareSpace), copy-writing, web analytics, project management, SEO, social media management, journalism/ interviewing, video editing and producing, research and data analysis, content management systems, Canva, Figma, Asana, Office.

## TRAINING/ COURSES

**Building your Screenplay** - Cambridge (edX)

**Digital Marketing Foundations** - LinkedIn

**Social Media Marketing: Strategy and Optimization** - LinkedIn

## EDUCATION

**International MSc, Marine Biological Resources** - UGent

**MSc, Ecology** - UFSC

**BSc, Biology** - PUC-MG

## LANGUAGES

**English (C2 - Bilingual)**  
**Portuguese (native)**

Spanish (B1)

Dutch (A2)

For more information on my work experience go to [my LinkedIn](#).