

## Contact

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## Top Skills

PHOTOSHOP  
ILLUSTRATOR  
ADOBE PREMIERE  
CANVA  
CAPCUT  
HTML5  
CSS

## Languages

Português (Native or Bilingual)  
Inglês (Full Professional)  
Espanhol (Professional Working)

## Certifications

Workshop Filmmaker Profissional  
Basic FrontEnd  
Tech Innovation Nordeste  
EF SET English Certificate 63/100  
(C1 Advanced)  
HTML e CSS

# Anne Caroline Baden

Content Creator | Graphic & Video Design | Social Media | Front-End  
& Figma Development Track  
Maceió, Alagoas, Brazil

## Summary

I am a Marketing and Design professional with over 11 years of experience in visual communication, social media, and strategies that strengthen brand presence and engagement. I have worked on projects ranging from digital campaign planning and content creation to organizing large-scale events, always focusing on building genuine connections between companies and people.

### Key achievements:

Supported the communication and publicity of the first crematorium in the state of Alagoas.

Implemented an internal communication app for 500 employees, improving integration and engagement across teams.

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## Experience

### MONSEN MANAGEMENT

Video Editor & Social Media Content Manager  
September 2025 - Present (3 months)

Austin, Texas, Estados Unidos

- Edit short-form videos (TikTok, Reels, Shorts, UGC) and long-form YouTube content, ensuring consistency in style, branding, and quality.
- Manage social media posting, affiliate link updates, and organize content using Notion and Google Drive.
- Update and maintain websites and MyShop, ensuring content is accurate and up to date.
- Support project tracking, client communication, and light copywriting once aligned with brand tone.

### Danceplace Digital

Digital Content Creator

October 2024 - Present (1 year 2 months)

Toronto, Ontário, Canadá

- Publish engaging content for various digital platforms including social media, blogs, and websites;
- Collaborate with the marketing team to develop content strategies that align with business goals;
- Research and stay up-to-date on industry trends and best practices to ensure content is relevant and effective;
- Produce high-quality multimedia content including images, videos, and infographics;
- Manage and maintain content calendars to ensure timely delivery of content;
- Monitor and analyze the performance of content and adjust strategies as needed;
- Collaborate with other departments such as design and product development to ensure content is aligned with brand standards and product offerings;
- Stay up-to-date with digital media technologies and trends and incorporate them into content strategies and tactics;
- Manage and maintain relationships with external vendors such as photographers, videographers, and writers;
- Ensure all content is optimized for search engines and meets accessibility standards.

## Fundepes

### Marketing

August 2023 - September 2024 (1 year 2 months)

Maceió, Alagoas, Brazil

- Coordinated and monitored demands with suppliers to ensure the efficient execution of planned actions;
- Created and developed campaigns and internal communications, ensuring alignment with institutional objectives;
- Designed graphic materials, newsletters, and campaigns, including creating social media graphics twice a week and scheduling daily posts;
- Maintained direct client relationships to address demands, monitored deadlines, and ensured the efficient execution of projects;
- Responsible for the continuous update of content on internal institutional channels, ensuring that information is current and relevant.

- Provided support in suggesting topics and preparing reports focused on the results and performance of developed actions.
- Technical Skills: Internal communication management, public relations and press, content development, communication campaign planning, crisis management, social media monitoring, and crafting press releases and reports

## Grupo Parque das Flores

4 years 10 months

### Marketing/Internal Marketing Analyst

January 2018 - October 2022 (4 years 10 months)

Maceió, Alagoas, Brasil

- Creation and development of internal campaigns and communications;
- Updating and maintaining all institutional channels;
- Customer relationship management to address demands and meet deadlines;
- Promotion of internal marketing initiatives with a focus on engagement;
- Communication planning based on annual events;
- Organization of visits, internal and external events, and presentations;
- Support in suggesting topics;
- Support in the graphic creation of pieces, bulletins, and campaigns;
- Journalistic coverage of events;
- Intermediate level knowledge of Social Media;
- Preparation of reports focusing on results;
- Coordination of demands with suppliers for the execution of actions.

## Saga - Escola de Arte, Game e Animação

Cursando Ilustração Vetorial e Animação 2D

May 2021 - September 2021 (5 months)

## Ana Hora Committee

Marketing Coordinator

July 2016 - October 2016 (4 months)

Maceió

I coordinated the planning and monitoring of marketing actions for the election campaign in both online and offline environments, conducting research to capture potential voters. I directed the generated content towards the target audience. Facilitated communication between the advertising agency, campaign suppliers, and the candidate's committee and advisory team, including media training and content management for the internet.

## K2L Artistic Entrepreneurship

### Digital Marketing Analyst

September 2015 - February 2016 (6 months)

Rio de Janeiro

Engagement in the strategic planning of actions and content for posts and metrics on the social media platforms of the portfolio of artists and institutional nature. Management of artist-fan relationships on social media, participating in the planning of launch activities, promotion, and other moments of interaction and engagement.

## Marketando

### Marketing Assistant

March 2015 - September 2015 (7 months)

Maceió, Alagoas

Attaining a more integrated approach with clients and agency departments, I was able to assist in the creation of promotional activities and campaigns, handling everything from budgeting to photography. I monitored the day-to-day processes of ongoing campaigns, managing the flow of media materials.

## G.A Produções

### Creation, Media, and Event Production

May 2014 - March 2015 (11 months)

Maceió

My role was comprehensive, involving the creation and publication of audiovisual and graphic content to promote our cultural and artistic productions on social media and in print media. Additionally, I actively contributed to the production of memorable events. Working in a dynamic environment provided me with a rich and diverse experience, where I could play a key role in various areas.

## Education

Uniamerica

Software Analysis and Development · (August 2025 - December 2027)

UNINASSAU

Comunicação Social com habilitação em Publicidade e  
Propaganda, Publicidade · (2010 - 2014)