MARINA DOITSCHINOFF

CONTENT AND COMMUNICATIONS

marinadoitsch@gmail.com
+55 11 97219-3092
Vila Mariana, São Paulo - SP

Communication professional with **9+ years of experience in digital content, social media strategy and brand communication** for major brands. Experienced in leading **multiplatform content strategies, community engagement and cultural-driven campaigns**, always guided by performance analysis and business goals.

Strong background in **cross-functional collaboration, project leadership and data-driven decision making**, transforming insights into relevant conversations between brands and audiences.

PROFESSIONAL EXPERIENCE

Senior Content Coordinator at Grey *(nov.22 - jul.26)*
Brands: Downy, Corona Brazil and Volvo Car Brazil

- Lead content strategy and production across brand channels and campaigns.
- Develop social and cultural initiatives for events, product launches and influencer collaborations.
- Plan community-driven content strategies focused on cultural relevance and engagement.
- Led an initiative with Lady Gaga fan communities that brought #Corona100Anos to the top of Brazilian Trending Topics twice organically.
- Drove significant social media growth for Volvo channels, including +180% growth on LinkedIn and +17.5% on Instagram.

Key Projects: Todo Mundo no Rio • Corona Luau MTV • Corona x Farm Collaboration • Volvo EX30 Pre-Launch • EX30 & EX90 Launch • Volvo at Baile da Vogue

Senior Community Manager at E-Content Lab *(mar.20 - oct.22)*
Brands: Philips Audio and Video, AOC Gaming, Pioneer Brazil and Meu Nome é Correria.

- Managed always-on content and digital campaigns for multiple brands.
- Built editorial calendars aligned with KPIs and strategic goals.
- Developed influencer campaigns from strategy to performance analysis.
- Executive producer and scriptwriter for the videocast "Meu Nome é Correria."
- Produce strategic reports and performance analysis to guide content optimization.

Key Projects: Meu Nome é Correria • AOC Viés • Ambilight TV • Philips Vintage Speakers

Content Manager at Moma Pro *(jan.19 - mar.20)*
Brands: Mercedes-Benz Trucks, Vans and Buses; Mizuno; Saraiva and Onodera Estética.

- Managed the content team and the strategic direction of the brands in the digital environment.
- Defined strategies for always-on content, institutional and promotional campaigns.
- Coordinate projects with internal teams including Creative, Media and Data/BI.
- Produce strategic reports and performance analysis to guide content optimization.

Key Projects: New Atros Launch • Mizuno Flagship Store • Mizuno Wave Sky3

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PROFESSIONAL EXPERIENCE

Community Manager at Moma Pro *(may.18 – jan.19)*
Brand: Saraiva

- Managed the always-on social calendar creation and publishing, aligned with brand's voice.
- Interfaced with clients, conducted performance analysis, and identified content opportunities.

Digital Projects Assistant at Cheil *(aug.17 – apr.18)*
Brand: Samsung

- Executed operational tasks, including content management through CMS, implementation and application of SEO practices, and suggestions for improvements and proactive tasks.

Arts Assistant at Editora Saraiva *(jun.14 – jan.17)*

- Designed and formatted digital textbook content and followed the digital production process with external suppliers and internal departments.

EDUCATION

Bachelor's Degree – Advertising and Propaganda *(jan.12 – dec.15)*
Universidade Presbiteriana Mackenzie

Economics (incomplete) *(jan.10 – jul.11)*
Pontifícia Universidade Católica de São Paulo

ADDITIONAL TRAINING

Digital Content
Manuela Barem - 2021

Digital Metrics & Optimization
São Paulo Digital School - 2017

COMUNICAMP - Digital Marketing Program
São Paulo Digital School - 2017

LANGUAGES

English	**Spanish**
Fluent	Basic