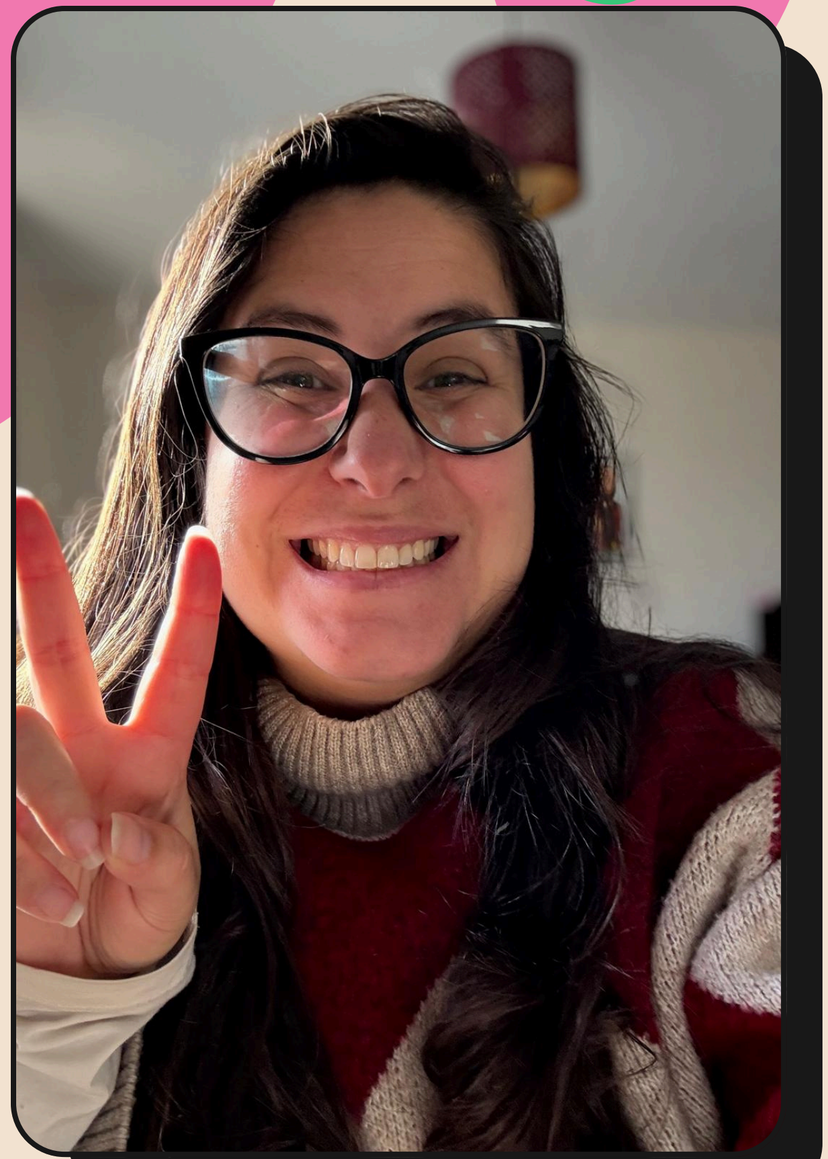
Portfolio



CONTENT CREATION

Sandra Rodrigues



BRAND OVERVIEW

I’m starting my professional journey in marketing and content creation, with a strong motivation to learn and grow in this field. For over a year, I’ve worked on Instagram projects, creating reels and posts for personal accounts and for a therapist, helping build online presence and engagement. I’m especially interested in video, photography, and visual storytelling, and I’m eager to develop my skills in a professional marketing environment.

VALUE PROPOSITION

- Strong visual communication
- Eager to learn
- Content creation
- Fast learner & adaptable
- Attention to detail
- Commitment to growth

SOFT SKILLS

- TIME MANAGEMENT
- TEAMWORK
- CRITICAL THINKING
- CREATIVITY
- POSITIVE ATITUDE
- EMPATHY
- COMMUNICATION

HARD SKILLS

- CONTENT CREATION
- PHOTOSHOP
- MARKETING STRATEGY
- PLANNABLE
- PREMIERE PRO
- CAPCUT
- CANVA



SWOT ANALYSIS

STRENGTHS

Creative and visually driven

Hands-on experience with social media

WEAKNESSES

Still developing skills in marketing campaigns and analytics

Limited exposure to corporate marketing environments

OPPORTUNITIES

Growing demand for social media & content roles

Opportunity to grow within a supportive marketing team

THREATS

Highly competitive job market in marketing roles

High volume of candidates with formal marketing degrees

EDUCATION

Cinema and Video Course 2013 -2014

The Cine-Reactor 24i Cinema Course is an introductory programme in Lisbon that combines film theory, history, and practical filmmaking skills for aspiring filmmakers and cinema enthusiasts.

Digital Marketing NVQ2 - 2024

Qualification that teaches essential digital marketing skills including social media, SEO, content creation, and basic analytics, designed for beginners or those starting a career in digital marketing.

Club Life Design In Progress

The Club Life Design course focuses on personal growth, lifestyle design, and creative strategy, with an emphasis on content creation, social media presence, and building meaningful, purpose-driven communication.

SOCIAL MEDIA

Eugenia Amaro is a therapist based in Portugal. For over a year, I've supported the growth of her social media by producing engaging reels and posts designed to expand reach and connect with potential clients.









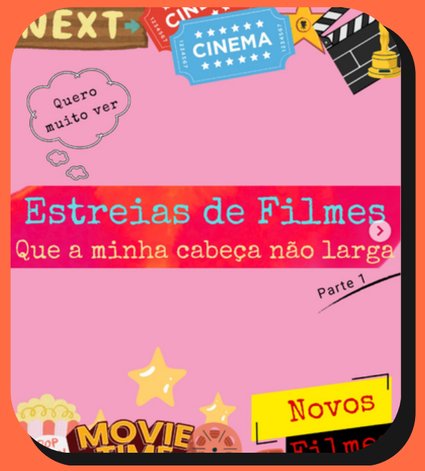
SOCIAL MEDIA

Já Tá a Dar is my recent project focused on film and TV series, sharing recommendations, new releases, and thoughts on what's worth watching and reviews.











VIDEOGRAPHY

Over the years, I've taken part in short film projects, filmed weddings, and created promotional videos for a care company. I enjoy working with different formats and styles, but what drives me most is the process of turning real moments and ideas into visual stories.



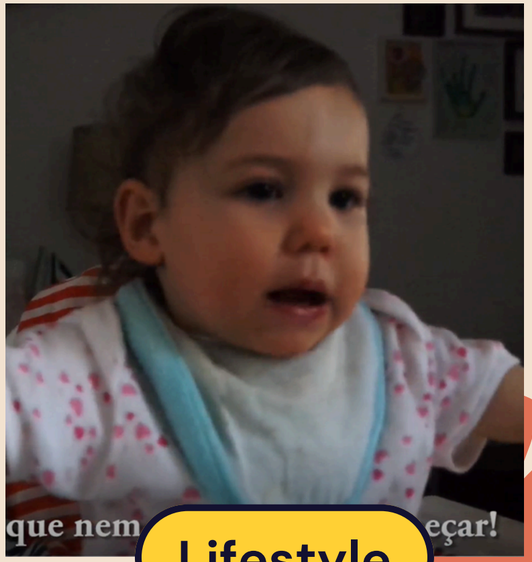
Short Cut



Wedding



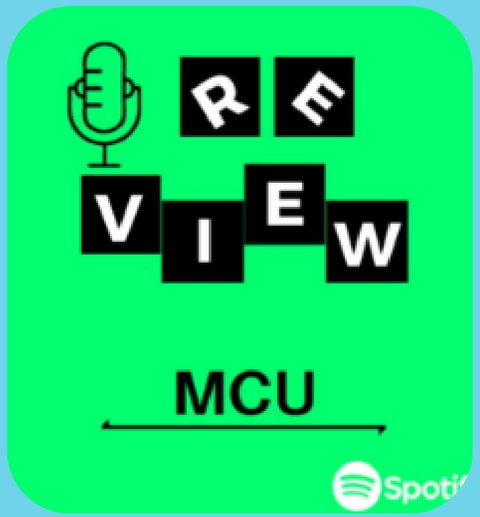
Advertising



Lifestyle

PODCAST

I participated on the podcast Drive in Club, about movie and series. Later I’ve decided to creat my on postcast called Review MCU.





PHOTOGRAPHY

Photography is something I do as a creative hobby. I love taking photos of landscapes and people, focusing on natural light, atmosphere, and real moments. It’s a way for me to slow down, observe, and tell stories visually, alongside my video work.



THANK YOU!