

Carmem Pimenta

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Profile

Hi, I'm Carmem, a Digital Communication professional and Content & Event Producer with 5+ years of experience. I love combining strategic planning with creative execution, from script to real-time capture, getting content live fast, from social media feeds to the stage of the industry's biggest events. Throughout my career, I have built marketing departments from scratch and expanded brand reach in highly complex environments, from fast-growing businesses to multinational groups. My track record includes supporting a brand's expansion to 120+ cities and 100 new points of sale, managing social media for up to four brands at once, and producing 10+ events a year, including Latin America's largest trade shows and international exhibitions in Germany.

Professional Experience

Freelance Story Maker, Social Media & Event Producer | May 2026 – Present

Independent work on communication, social media, content production, event production and real-time content capture projects.

Clients: Agência Life (Supporte Logística), CRIAX and small independent businesses.

- Planned the editorial calendar and produced social media and corporate blog content for Supporte Logística, a B2B and B2C logistics company, running both formats simultaneously and differentiating the social media voice from the more technical content;
- Worked as executive producer of CRIAX, a social media event held in Rio de Janeiro, handling organization and real-time content capture.

Social Media & Content and Event Producer at CPE Tecnologia | Aug 2023 – Feb 2026 | *Geotechnology*

Responsible for the social media of three of the group's brands, including the flagship brand, as well as email marketing, CRM, copywriting and the production of all of the company's events.

- Managed social media (Instagram, Facebook, TikTok and LinkedIn) for CPE, Mercado Topográfico, APAT and Geodetic, planning and producing institutional, awareness and educational content about the equipment, adapting voice and positioning to each audience;
- Led the English translation and copywriting of a new group brand's corporate website, delivering in record time to enable its international launch;
- Negotiated and organized, 100% remotely, the company's participation in the world's largest geotechnology trade show, in Germany, from booth purchase to material approval and team accreditation, repeating the process the following year for sister brand Mercado Topográfico;
- Produced all of the company's events (around 10 a year), including Latin America's largest agribusiness fair and largest drone technology fair, organizing 5 simultaneous booths totaling 230 m² (2,475 sq ft), plus real-time social media coverage at smaller events;
- Ran email marketing and CRM campaigns, helping define customer journeys and audience segmentation, notably for new product launches whose copy generated a high volume of qualified leads;
- Helped rebuild the paid media operation after the loss of 10+ years of historical data on Meta, keeping campaigns running in a highly complex scenario.

Social Media & Content Producer at Pet Saudável | May 2022 – Jul 2023 | *Pet food retail*

Built the marketing department end to end during a period of heavy investment and expansion, bringing together branding, product, paid media and events.

- Led the brand's rebranding toward a more modern positioning aligned with a higher-end audience, without losing the recognition already built;
- Supported the brand's expansion into new states with Instagram and Facebook campaigns, Meta and Google Ads, and point-of-sale materials, reaching 120+ cities and 100 new points of sale, including entry into the Cobasi chain in São Paulo, with strong performance in the new stores;
- Developed, alongside the founders, the launch of two seasonal product lines, taking part in quality testing, naming and visual identity, and the full launch strategy, including scripting, video production and a follower contest for promotion.

Marketing & Communication Analyst at Grupo MCX | Mar 2021 – Apr 2022 | *Holding company*

Built the marketing department from scratch, implementing social media, an editorial calendar and the corporate website.

- Translated complex legal and regulatory announcements (e.g., tax changes) into accessible content for social media and direct client channels, anticipating questions and reducing friction in customer service;
- Developed the visual identity and positioning (naming, typography, colors, mission and values) of a new group brand, from concept to final delivery;
- Implemented and ran email marketing and supported internal communication initiatives in partnership with HR.

Event Production Intern at Fundação Clóvis Salgado | Oct 2019 – Mar 2020 | *Cultural production*

Produced cultural events and performances end to end, from stage, lighting and sound setup to full show support, across two theaters simultaneously.

Communication & PR Intern at Dia do Arauto | Aug 2018 – Dec 2018 | *Music PR*

Handled PR and communication for emerging bands from Belo Horizonte (A Outra Banda da Lua, Lamparina, Primavera, Graveola and Well Figueira), supporting event prospecting, contact with producers and discussions on artistic positioning with the team.

Customer Success Intern at 99 | Oct 2017 – Mar 2018 | *Urban mobility*

Served and supported the Belo Horizonte corporate accounts portfolio, solving requests and maintaining relationships with clients from large companies.

Education & Academic Projects

- **MBA in Marketing, Branding & Growth** | PUCRS (2026)
- **Postgraduate Degree in Digital Communication & Business Intelligence** | ESPM (2026)
- **Bachelor's Degree in Public Relations** | Federal University of Minas Gerais – UFMG (2021)
- **Undergraduate Research in Transmedia Communication & Storytelling** | PROEX Scholarship (2019) – research project on offline transmedia communication with the development of an online platform.

Languages

Portuguese (native) · English (fluent) · Dutch (basic)

Tools & Technologies

Meta Ads & Business Suite · Google Ads · Google Analytics · CRM (RD Station, Salesforce) · Email Marketing · WordPress · Adobe Suite · Video Editing · Real-Time Mobile Content Capture · CapCut · Blip · MLabs · Reportei · SEMrush · StreamYard · Generative AI (ChatGPT, Gemini and Claude) · Trello · Notion · Miro.