



Mayara Passos

Digital Marketing & Social Media

8+

clients served

2

degrees

1

exchange year in the US

Social Media | Content Strategy | Creative Planning | Copywriting | Digital Marketing

Planning and strategy, copy and content production.

(About)

Marketing graduate (FMU) with a second degree in Biomedical Science (UNIP). Started out at Tunnel, a branding and design agency, and have worked with 8+ clients across industries such as events, restaurants and fashion, on planning, copywriting, scriptwriting and content production. Currently focused on marketplace marketing.

- (Experience)
- Marketing · Recepta Plus

2026 – Present

marketplace growth consulting firm with roots in retail pharmacy

Social Media Manager · Freelance

2024 – 2026

social media for fashion, food and other brands

→ Planned content and managed Instagram accounts.

→ Wrote scripts and captions and shot in-store content.

→ Created campaigns, engaged with followers, researched trends and analyzed metrics.

Marketing (freelance) · Tunnel

Jan 2023 – Jun 2023

branding & design agency, São Paulo

→ Wrote captions and FAQs and handled customer inquiries for a large-scale event.

→ Shadowed campaign launches.
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| (Education) | <div>Marketing</div> <div>2-year degree (Tecnólogo), FMU</div> <div>2023 – 2025</div> | <div>Biomedical Science</div> <div>Bachelor's degree, UNIP</div> <div>2020 – 2024</div> | <div>Exchange student</div> <div>Lanier High School, GA, USA</div> <div>2018 – 2019</div> |
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- | | | | |
|-----------------------|--|--|---|
| (Courses & languages) | <div>Conexão Social Media</div> <div>Plugitários event, São Paulo</div> <div>2025 and 2026</div> | <div>Só Tem Resultado Quem Faz</div> <div>UGC course · Sabrina Nunes</div> | <div>Languages</div> <div>Portuguese — native</div> <div>English — advanced</div> |
| | <div>Formação Social Media</div> <div>Course · Rejane Toigo</div> <div>2024</div> | <div>CapCut WOW</div> <div>Course · Katherin Kaffta</div> <div>2024</div> | |
- (Skills)

Digital & creative planning

Social media management

Copywriting

Scriptwriting

Content production

UGC

Video editing (CapCut)

Community management

Campaign creation

Trend research

Marketplace marketing