



Patricia Silva

Communication Specialist - Permit B Holder

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Professional Summary

Multilingual Communication Specialist with experience in journalism, events, and brand activations. Strong organizational and interpersonal skills, recently certified at C1 level in English (IELTS). Open to opportunities in administration, event coordination, communication, or any position where my skills can contribute. Eager to discuss how I can bring value to your team in person.

Work Experience

Freelancer Promoter

Apr 2023 - Apr 2025

Massimo Events, Adecco, BrandP • Vila Nova de Gaia, Portugal

- Promoted premium brands (Super Bock, Pepsi, Armani, Sony) at public events, increasing visibility and consistently exceeding sales targets. Coordinated promotional activations, engaging diverse audiences and ensuring smooth event execution.

Journalism Intern

Dec 2023 - Mar 2024

CNN Portugal • Porto, Portugal

- Supported daily TV production through research, interviews, and pre-production tasks. Edited video segments with Adobe Premiere, enhancing visual storytelling. Assisted in line producing live broadcasts.

Holiday Season Manager

Hôma

- Managed Christmas decor section, creating a festive in-store experience. Oversaw inventory flow and ensured shelf availability. Handled customer feedback, improving service and satisfaction.

Cashier

Nov 2017 - May 2019

Dia Portugal • Portugal

- Delivered fast, friendly checkout service during peak hours. Maintained organized displays and assisted in daily store operations, enhancing the customer experience.

Journalism Intern

Mar 2021 - Present

RUM • Braga, Portugal

- Edited and published digital news content, upholding editorial standards. Collaborated with broadcast teams on audio content. Conducted interviews with public figures across multiple sectors.

Education

Master Degree in Journalism

Sep 2022 - Nov 2024

University of Minho • Braga, Portugal

- Focused on photojournalism and graphic design, sharpening my skills through practical projects and collaborative reporting. Developed a thesis on Violence Against Journalists.

Bachelors degree in Communication Sciences

Sep 2019 - Jun 2022

University of Minho • Braga, Portugal

- Focused on journalism, public relations, and multimedia, blending theory with practical application through engaging projects.

Skills

Event Organization

Brand Promoting

Audio Editing

Video Editing

Microsoft Office

Customer Service

Time Management

Attention to Detail

Adaptability

Critical Thinking

Public Speaking

Teamwork

Problem Solving

Projects

- Exploring Obstetric Challenges: A Media Initiative**

Jan 2023 - Present
- Journalist

 - Produced award-winning multimedia content on women's health issues, combining investigative journalism with digital storytelling
- Energy Poverty and Supply Chain Challenges in Europe**

Jan 2022 - Jun 2022
- Project Lead

 - Led a research-based media project on energy insecurity in Europe, recognized for its social impact and creative execution.
- "Braga Farmers' Market Documentary"**

Jan 2022 - Dec 2022
- Creator & Editor

 - Created an academic documentary showcasing sustainable practices at a local market, praised for its narrative and editing quality.

Certifications

- Workshop with Abilio Diz**

Mar 2021
- Gaccum

 - Gained insights into event coordination from a leading industry expert, enhancing my understanding of effective event management strategies.

Languages

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| Portuguese | Native | English | Fluent | Spanish | Intermediate |
| French | Intermediate | | | | |