



FRANCISCA ROBOREDO MULTIMEDIA DESIGNER

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EDUCATION

PORTO FASHION SCHOOL, PORTO
WINDOW DRESSING AND MERCHANDISING COURSE
FASHION BUSINESS AND PRODUCTION COURSE

UNIVERSITY OF MINHO, GUIMARÃES
POST-GRADUATE IN FASHION COMMUNICATION DESIGN.

FACTORY BUSINESS CENTER, BRAGA
E-commerce and digital marketing courses.

MAKE UP FOREVER SCHOOL, PORTO
PROFESSIONAL MUA LEVEL 2.

UNIVERSITY OF TRÁS-OS-MONTES AND ALTO DOURO, VILA REAL

BACHELOR IN COMMUNICATION AND MULTIMEDIA

SKILLS

WEB DESIGN



GRAPHIC DESIGN



CONTENT MANAGEMENT



SOCIAL MEDIA STRATEGY



E-COMMERCE MANAGEMENT



EXPERIENCE

CONTENT MANAGER – F LUXURY MAGAZINE

AUGUST 2021 - PRESENT

Website content management, creation of content for social media and website, management of the magazine's e-commerce website.
Service provided freelancing.

CONTENT CREATOR – SKULK URBAN WEAR

DECEMBER 2020 - JULY 2021

Content creation and planning, e-commerce backoffice management, newsletter development, photo editing and product insertion with descriptions.

COMUNICATION MANAGER – DICE CULTURAL

OCTOBER 2019 - FEBRUARY 2021

Responsible for the communication of Associação DICE Cultural, website management, content and social media management. All work was done remotely.

E-COMMERCE AND MARKETING MANAGER – L.A.BRANDERY

JUNE 2017 - JANUARY 2019

Management of several websites of the company's brands (B2B and B2C); Creation of store communication: graphic and physical design of shop windows, merchandising, physical supports, social networks, newsletters.

E-COMMERCE ASSISTANT – IMPETUS PORTUGAL TEXTEIS S.A.

JULY 2016 - JANUARY 2017

Implementation of the campaign plan and creation of Newsletters; Insertion of products, price and description, in different languages and also photographs;
Updates of collections and content on websites.

E-COMMERCE BACKOFFICE MANAGER – TIFFOSI DENIM

JULY 2015 - JULY 2016

Performance of e-commerce assistant functions, back office management of the online store tiffosi.com, the functions consisted of managing the online store of Tiffosi Denim and Customer Support, as well as support for photo shoots (professional makeup) and also digital marketing.

FASHION COMMUNICATION DESIGNER - DIGITALSPECIES

JANUARY 2014 - JANUARY 2015

Performing functions as a Fashion Communication Designer in e-commerce business, the functions consisted of creating digital supports to for two brands, as well as customer support, digital marketing and social media management.