

# Rita Ferreira

hello@byritaferreira.com | Porto, Portugal (CET) | [LinkedIn](#) | [Website](#)

*Communications professional with 7+ years of experience in digital publishing, editorial workflows, and multi-channel content production for international organizations. Skilled in writing, editing, and publishing across websites, newsletters, and social media, with a proven ability to translate complex, policy-oriented material into clear, compelling content. Comfortable coordinating cross-functional remote teams and using analytics to inform communications strategy.*

## CORE SKILLS

- **CMS Publishing (WordPress):** content creation, formatting, publishing, maintenance, management
- **Email Marketing:** Newsletter production, content aggregation, formatting, scheduling, distribution
- **Document Formatting:** Canva, brand guidelines, slide decks, one-pagers, reports, templates
- **Content & Editorial:** Long-form writing, proofreading, editing, SEO, fact-checking, quality assurance
- **Project Coordination:** Editorial calendars, stakeholder coordination, timeline management

## PROFESSIONAL EXPERIENCE

### Content Marketing & Communications Consultant

Freelance, Remote | January 2019 – Present

- Produce and manage digital content projects for international organizations.
- Create articles, reports, website copy, educational resources, and email campaigns.
- Develop SEO-focused content in English and Portuguese.
- Publish and maintain content using WordPress and other content management systems.
- Manage editorial workflows, content calendars, and publishing schedules.
- Coordinate stakeholder communications throughout the content lifecycle.
- Fact-check and verify information to ensure accuracy and credibility.
- Review content for quality, accessibility, compliance, and editorial standards.

### Technical Recruiter & Account Manager

Betting Connections, Malta | Feb 2018 – May 2020

- Managed end-to-end recruitment and stakeholder coordination across Europe and Asia.
- Acted as the primary point of contact between candidates, hiring managers, and clients.
- Built and maintained talent pipelines for specialist roles in technology, fintech, digital marketing, and software development.
- Coordinated interviews, managed recruitment documentation, and ensured a positive candidate experience.

## Human Resources Manager

Positiv Impact & MyLeme, Portugal | Sep 2015 – Jan 2018

- Led internal communications initiatives, employer branding, and workplace culture programs.
- Designed and implemented a Career Progression Framework and a 360° Performance Evaluation Program.
- Facilitated cross-functional collaboration and project delivery as SCRUM Master for multidisciplinary teams.
- Managed onboarding, employee development programs, and team-building initiatives.

## VOLUNTEER WORK

### Digital Communications Consultant (Pro Bono)

Wildlife Conservation NGOs, Portugal | May 2026 – Present

- Manage digital channels and website content for CRAM and SPVS to strengthen organizational visibility and audience engagement.
- Develop communications content supporting conservation outreach, education, and public engagement objectives.
- Implement SEO and website optimization initiatives to improve reach and discoverability.
- Contribute to content marketing, digital strategy, and communications planning.

### Member of the Board of Directors & Advisory Board

European Youth Parliament, Portugal | 2008 – 2018

- Elected to the National Board of Directors, contributing to governance, organizational strategy, and communications for one of Europe's largest youth civic education networks.
- Led the organization of national and international events and youth forums, managing stakeholder communications, logistics, and participant engagement across Europe.
- Delivered award-winning events, including Braga 2014 - Re:Generation and the Euro-Ibero-American Youth Forum, overseeing event planning, organization, promotion, communications, and post-event publishing.
- Coordinated volunteers, partners, speakers, and educational institutions, supporting fundraising and partnership development communications.

## EDUCATION & LANGUAGES

### Bachelor's Degree in Languages and International Relations | 2011 – 2015

*Faculty University of Porto, Portugal*

- **Portuguese:** Native
- **English:** Bilingual (C2)