ANA BEATRIZ JUSTEN

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PROFESSIONAL SUMMARY

Creative marketing professional with 3+ years of experience across brand strategy, influencer marketing, and content production. Master's graduate in Creative Direction, Content & Branding from IE Business School, with international experience developing social-first campaigns, managing creative partnerships, and shaping brand narratives. Combining cultural insight, creative thinking, and strategic execution to build brand connections.

EDUCATION

IE BUSINESS SCHOOL | Madrid, Spain
Master in Creative Direction, Content & Branding | Sept. 2025 – July 2026

ESCOLA SUPERIOR DE PROPAGANDA E MARKETING | Rio de Janeiro, Brazil
Bachelor in Marketing and Communication | Feb. 2021 – Dec. 2024

PROFESSIONAL EXPERIENCE

&FINE | Madrid, Spain
Growth Marketing Intern | Sept. 2026 – Present

- Lead influencer outreach and creator partnerships for international campaigns, coordinating talent selection, negotiations, creative briefs, and deliverables.
- Develop social-first content strategies and creative concepts across TikTok, Instagram, and LinkedIn, translating cultural trends into engaging digital storytelling.
- Manage campaign workflows with internal teams and clients, bringing creative ideas from concept to execution.
- Conduct trend research, competitor benchmarking, and audience analysis to identify creative opportunities.

BOOM FIT CLUB | Rio de Janeiro, Brazil
Junior Marketing Analyst | July 2023 – Jan. 2025

- Developed social media strategies and creative content for a fitness community with 300K+ Instagram followers.
- Coordinated video production, branded campaigns, and visual storytelling across digital platforms.
- Managed influencer collaborations, UGC initiatives, and brand activations to strengthen community engagement.

LIESA RIO CARNAVAL | Rio de Janeiro, Brazil
Marketing Intern | July 2022 – March 2023

- Collaborated with sponsors and event leadership on branding, visual identity, and major cultural event activations.

SELECTED PROJECTS & CAMPAIGNS

- Digital Campaign | Boom Fit Club: Contributed to a creative campaign generating 2M+ total views across digital platforms.
- Brand Activations | Boom Fit Club: Coordinated weekly fitness events with 300+ attendees, integrating influencer partnerships, branded experiences, and content production.
- Rio Carnival | LIESA: Supported the planning and execution of two major Carnival parades, each attracting 2M+ attendees.
- Brand Collaborations: Worked with brands including Nestlé, Red Bull, and Reebok on influencer partnerships, brand activations, and campaign content.

TOOLS & SKILLS

Adobe Photoshop | Illustrator | Premiere Pro | InDesign | Meta Ads Manager | Google Analytics | Microsoft Office

LANGUAGES

Portuguese (Native) | English (Fluent) | Spanish (Advanced)

COMMUNITY & IMPACT

- Contributed to fundraising and recycling initiatives that funded 1,850+ wheelchairs, benefiting 6,000+ people.
- Supported a community initiative providing four daily meals to children from underprivileged backgrounds in Rio de Janeiro.