



## MILLENA FREITAS

hello!

I'm 26 years old, passionate about my hometown, São Paulo, but truly born and raised on the internet.

## CONTACT

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## WORK EXPERIENCE

**2022 - SALLVE**  
**present** SENIOR INFLUENCER MARKETING ANALYST

- Responsible for strategy, curation, negotiation, relationship management, and performance-driven results in influencer marketing for Sallve and Contém!g.

**2022 CELY**  
FREELANCER

- Responsible for managing relationships and producing campaigns with influencers for advertising projects.

**2021 INROOTS**  
FREELANCER

- Responsible for mapping, curating, relationship management, and monitoring of publications from Poupafarma's partner influencers.

**2021 KETCHUM**  
FREELANCER

- Responsible for mapping, curating, relationship management, hiring, negotiation, monitoring of publications, and performance analysis of influencers for advertising campaigns.

**2019 - SPRAY MEDIA**  
**2021** FREELANCER

- Responsible for mapping and managing relationships with influencers for content projects such as Smiles' 'Te Levo de Milhas' and Instagram's 'É Gol no Reels'.

**2019 - PORTLAND**  
**2021** Participant in the 3rd season of Portland, being a finalist among 300 candidates.

- Portland is a creative planning collective that develops people and ideas for the communication and marketing industry. I was selected as a Portlander in 2019 and participated in projects for brands such as Mackenzie, Pepsi, and Sony.

## EDUCATION

**ECA-USP**

2024 - 2025 | MBA in Material Culture and Consumption: Semiopsychological Analyses.

**CENTRO UNIVERSITÁRIO BELAS ARTES**

2018 - 2019 | Graduated as a Technologist in Digital Social Media

## LANGUAGE SKILLS

**ENGLISH**  
Advanced

**FRENCH**  
Basic