



DANIELA GONÇALVES SILVA

SEO SPECIALIST | DIGITAL MARKETING |
ECOMMERCE

CONTACT

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Póvoa de Lanhoso, Braga

/in/silvagdaniela/

PERSONAL SKILLS

- Motivation and Proactivity.
- Resilience.
- Self-confidence.
- Project Management.

PROFESSIONAL SKILLS

- **Analysis and Monitoring:** Google Analytics,

Google Tag Manager, Google Search Console, Tableau.

- **Design and Content Creation:** Adobe Photoshop,

Lightroom, Canva.

- **E-commerce Platforms:** WordPress, Opencart,

Shopify.

- **SEO and Digital Marketing:** Semrush,

Ubersuggest, Screaming Frog, Swonkie, E-goi.

- **CRM and Sales Management:** Pipedrive.

- **Online Advertising:** Google Ads, Meta Ads,

LinkedIn Ads.

- **Web Development:** Knowledge of HTML and CSS.

CERTIFICATES

- Google SEO Fundamentals (Coursera)
- Google analytics - (Google Analytics Academy),
- Code certificate: "She codes"
- "Marco Gouveia Community"

LANGUAGES

- Portuguese - native
- English - C1
- Spanish - A2
- Alemão - A1

VOLUNTEER EXPERIENCES

- Digital Marketing Agency Archilike (3 months)

ABOUT

In 2020, I completed a **Postgraduate Degree in Digital Marketing** at IPCA, enhancing my skills in digital strategies and specialized tools.

I interned at the Digital Marketing Agency Archilike, where I worked with **WordPress, Swonkie, E-goi, and Pipedrive**, gaining experience in content creation and management, **marketing automation, and CRM.**

In December 2020, I took on the management of several online stores at **Klclima, where I was responsible for:**

- Supervising e-commerce platforms (WordPress and Opencart);
- Optimizing website design and UX;
- Implementing SEO strategies and digital marketing;
- Creating content such as blogs, landing pages, and email marketing campaigns.

Currently, as a freelancer for Nerdy Service and Double Pixel, I develop projects in:

- E-commerce management;
- Technical and strategic SEO;
- Digital content creation (blogs, articles, and email marketing);
- Planning and executing paid campaigns (Google Ads and Meta Ads).

WORK EXPERIENCE

Freelancer Digital Marketing / SEO / Ecommerce

Clients: Egaming Services, Expert, HS PLUS, Nerdy Service, Double Pixel.

- Creation of Google Ads campaigns targeting various European markets.
- Analysis of ad performance and ongoing optimization.
- Management of Shopify e-commerce store (Mirai Cards).
- Creation and management of paid ads (Google Ads, LinkedIn, Meta Ads).
- SEO strategies: content creation and optimization to enhance online visibility.
- Research and negotiation with new suppliers to diversify product offerings.
- Development of websites and blogs with SEO-optimized content management.
- Creation and optimization of strategic content, along with the management of paid campaigns (Google Ads and Meta Ads).

Klclima (Dec. 2020 - Mar. 2024)

- Creation of content for blogs and websites, increasing traffic and engagement.
- SEO and website optimization for French, Spanish, and Portuguese markets.
- Content management for over 15 online stores.
- CMS: WordPress, Opencart, Prestashop.

EDUCATION

Polytechnic Institute of Cávado and Ave

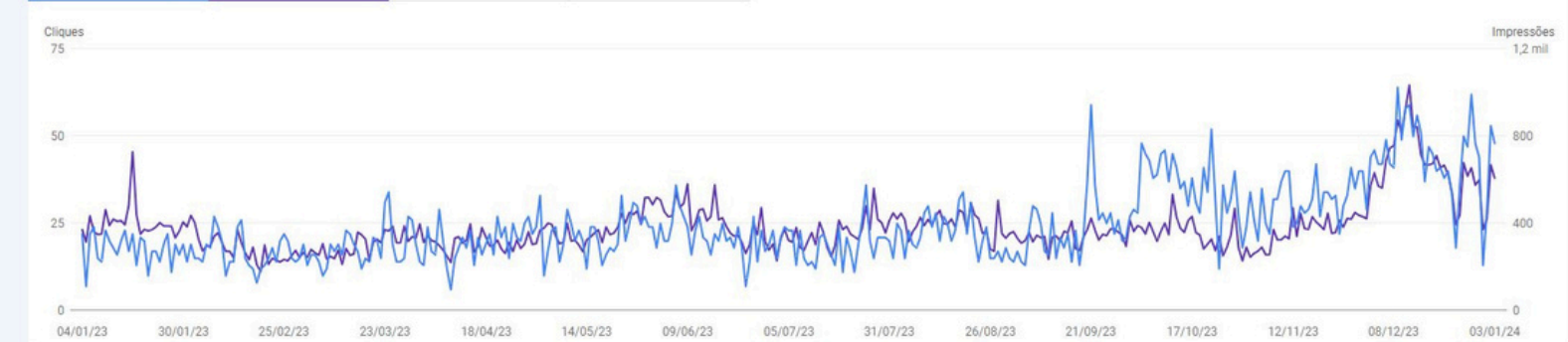
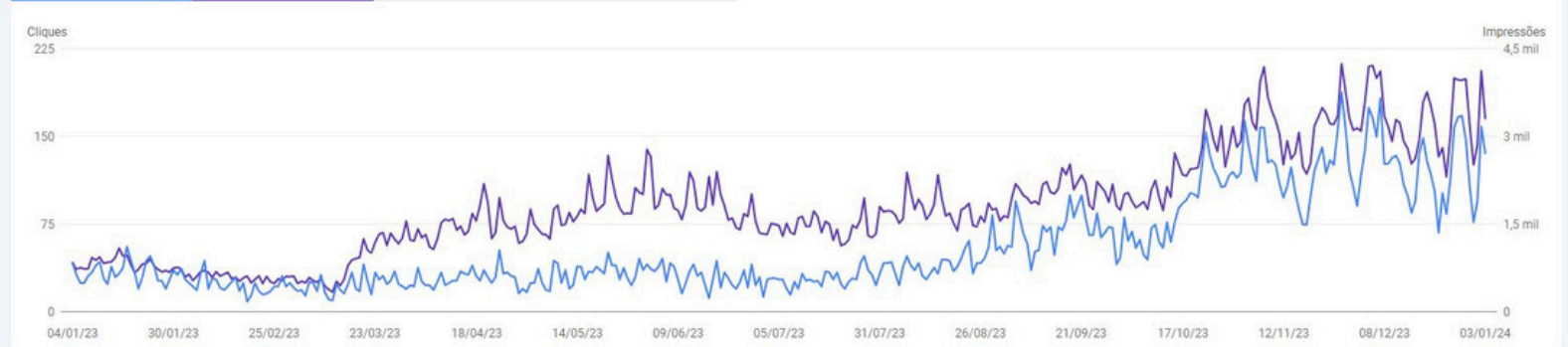
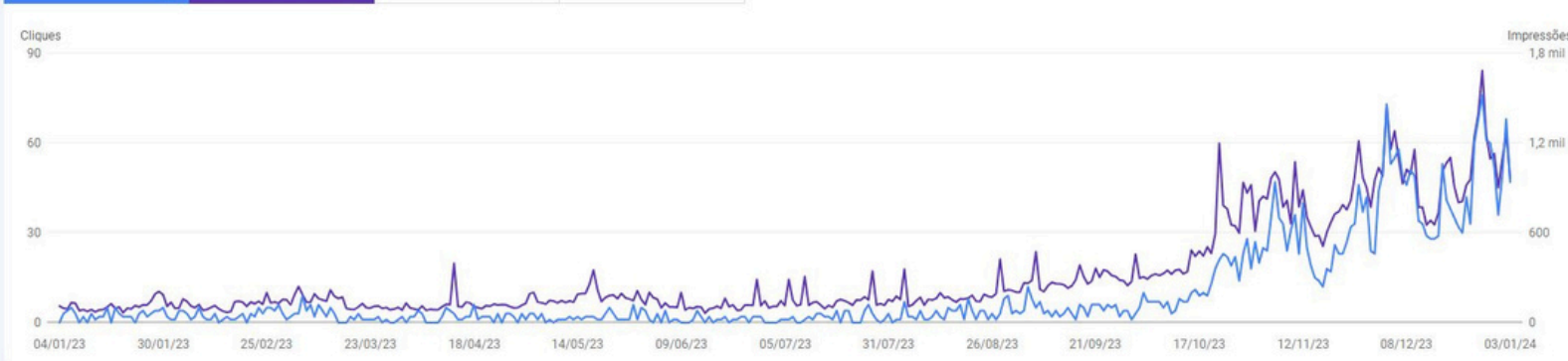
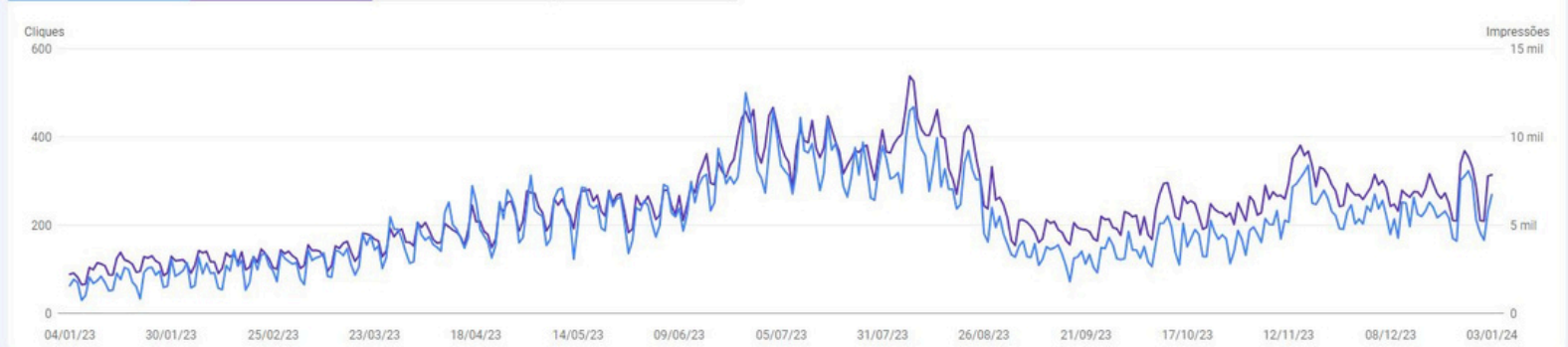
Postgraduate Digital Marketing 2019 - 2020)

Polytechnic Institute of Viana do Castelo

Bachelor's Degree Tourism 2013 - 2016)

Optimised website graphics SEO: ON PAGE, OFF PAGE

Website for selling summer products



Google Ads

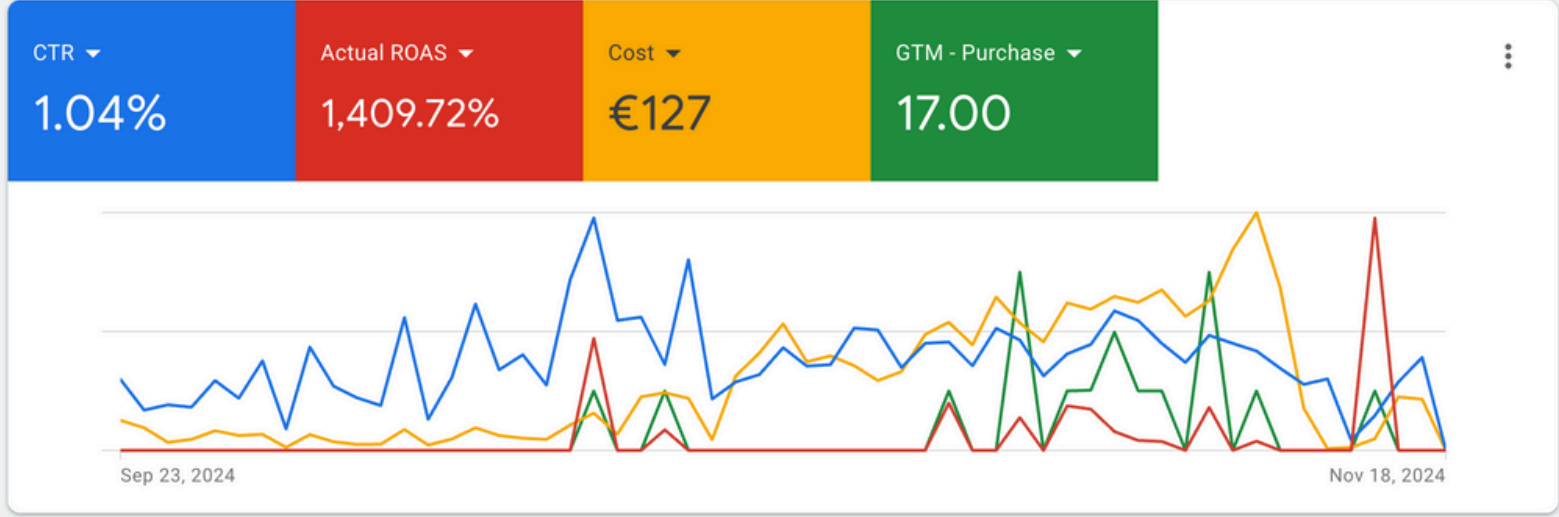
View (2 filters) All campaigns Campaign Shopping | Google Ad groups (36) Select an ad group

Enabled Status: Eligible Type: Shopping Budget: €10.00/day Optimization score: 99.3% Campaign settings

Overview Custom Sep 23 – Nov 18, 2024 Show last 30 days



Download Feedback



Meta Ads

Visão geral do desempenho Dia Tipos de atividade: Anúncios Personalizar

Leads no Facebook
 5

Por leads no Facebook
 11,21 €

Montante gasto
 56,07 €



UC DAVIS

Oct 22, 2022

Daniela Gonçalves Silva

has successfully completed

Google SEO Fundamentals

an online non-credit course authorized by University of California, Davis and offered through Coursera



Rebekah May
Head of Organic Acquisition at Fishbrain
UC Davis Division of Continuing and Professional Education

**COURSE
CERTIFICATE**



Verify at:
<https://coursera.org/verify/KRJJLZAG254V>

Coursera has confirmed the identity of this individual and their participation in the course.