



Bruna Rocha

Communications Manager

Paris, France

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Languages

English

French

Portuguese

Spanish

About

With over 10 years of experience in various B2B industries, I can identify all the company's audiences to develop communications aligned with the brand's values and objectives while meeting the expectations and needs of its various stakeholders.

I take part in the company's strategy to develop and define the brand's image creatively and distinctively. I can easily identify patterns and new trends, which enables me to continually improve KPIs on different communications platforms.

BRANDS WORKED WITH

2BS - Certification of Sustainability

AIESEC

Comuns UERJ

GE Oil & Gas

Lacon UERJ

Nexans

Odebrecht Óleo e Gás

TRIGO

Experience

Marketing Communications Manager

2BS - Certification of Sustainability | Sep 2022 - Now

- Strategic thinking, definition of communication plans and team management.
- Brand development, definition of visual and editorial guidelines. Management of external agencies.
- Creation and management of various communication media and editorial calendar for social media.
- Launch of a newsletter and management of e-mailing campaigns, with an average open rate of 53%.
- Strategic design of the event plan and organization of international events, such as a 2BS seminar in Argentina for over 200 participants.
- Budget definition and management.



Marketing Communications Manager

TRIGO | Sep 2020 - Sep 2022

- Marketing & Communications activities for TRIGO WEMEA (Western Europe, Middle East & Africa).
- Content production for the company's social media, with a LinkedIn, resulting in a gain of +8k followers in 1 year.
 - Content production for the company's website, SEO optimized.
 - Production of Internal and External Newsletters.
 - Development of global internal activities to boost employee engagement, such as the International Women's Day quiz, End of the year contest, and Euro 2020 betting competition.
 - Production of Sales Marketing material, such as email marketing, flyers and services presentations, in alignment with Sales priorities.
 - Follow up and analyzation of project metrics and obtained results.



Communications Officer

Nexans | Feb 2019 - Apr 2020

- Developed and delivered the internal communications plan for Nexans' sites in Brazil.
- Developed and delivered a plan to establish Nexans Brasil Managers brand ambassadors on online platforms.
- 360° Communications.
- Developed the new local newsletter, redesigning the material into a printed and online version. Content production and its distribution to over 500 employees were also under my responsibility.
- Organized internal events in two different sites, with the most different speakers - from Nexans Managers to international customers.
- Team management.
- Coordinated budget, managed providers and negotiated costs of services and products.



● HR Communications

Nexans | Jun 2017 - Dec 2018

Rich experience in Employee Engagement Communication in the company's headquarters. Working cross-functionally with relevant partners, I have a proven rigor in project management, including project implementation, follow-up and reporting. To grant the Company's consistency of message worldwide, I worked in a big synergy and collaboration with local communicators to ensure the communications activities' deployment.

- Developed and delivered communications plans for the Group's transversal programs (5 programs leveraged in 1.5 years).
- Mastered agency relationships to produce a Communication campaign, including its role out in the HQ (the first news's rating was 1.600 views, being above the average).
- Managed the project "Portraits of the Employees", a series of news, online on a regular, weekly basis (in 1 year, 47 employees from all the 5 regions were part of this project).
- Responsible for the Nexans weekly newsletter issuance, communicating core people & business activities to an average of 10k connected employees.



● AIESEC Global Talent Experience

AIESEC | Jun 2017 - Dec 2018

International experience in Nexans Paris leveraged by AIESEC.

● Marketing Communications Trainee

GE Oil & Gas | Aug 2015 - May 2017

Experience in Marketing Communications, thinking and deploying In-bound Marketing, Events Management, SEO.

- Developed online campaigns in alignment with the business priorities, considering customers' needs: email marketing, website advertising, and LinkedIn posts were some of the tools used.
- Participated in the organization and production of national and international fairs such as Rio Oil & Gas 2016 and ConaEnd.
- Managed sponsorship to relevant business magazines and events.
- Organized in-house events for exchanges between sales teams & customers.

● Communications Intern

Odebrecht Óleo e Gás | Aug 2014 - Feb 2015

- Responsible for the corporate communication channels, reaching all the employees, on every ship or site. The bi-monthly Corporate magazine proofreading and the production of the monthly newsletter, available on fixed boards, were under my responsibility.
- Supported the company's presence on Rio Oil & Gas 2014.

● Events Intern

Comuns UERJ | Oct 2013 - Jul 2014

- Organized institutional events and produced everything related to the Universities' ceremonials universe.
- Recruited and managed volunteers, just as controlled part of the budget in the organization of the 11th World Media Economics & Management Conference.

● Social Media Intern

Lacon UERJ | Feb 2013 - Oct 2013

- Managed the laboratory's social media (mainly Facebook), including content searching, production, planning and follow-up.
- Supervised the launch of a new site, being responsible for some of the content's production, and the new pages' follow-up.
- Conducted partnerships between NGOs and stakeholders.

Education & Training

- 2020 - 2022 ● Digital College
Master's degree,
- 2012 - 2018 ● UERJ
Bachelor's Degree,