

# PAULINO RUI CARDOSO JR

---

✉ PDTCardoso@gmail.com | 🔗 LinkedIn: @paulinocardoso | ☎ +351 912 963 559 | 📍 Aveiro, Portugal

U.S. citizen with Portuguese residency | Fully comfortable working U.S. or EU hours and happy to travel as needed.

## SUMMARY

I bring a structured, analytical approach to marketing, public relations, and communication. I manage multi-channel programs for audiences of more than 70,000 people, using segmentation, SEO insights, and performance dashboards to shape content, timing, and channel mix. My experience spans startups, healthcare, nonprofits, and global organizations, where I translate complex information into clear narratives, campaigns, and communication systems that are easy for people to understand and simple for teams to maintain. I thrive at the intersection of data, storytelling, and human-centered design.

## CORE STRENGTHS

- **Content, Marketing & Public Relations:** Multi-Channel Content Strategy; Integrated Marketing Planning; Blog Writing, Email Content, Social Storytelling; Messaging Development And Brand Voice; SEO-Informed Planning And Search-Friendly Content; Press Materials; Talking Points; PR Support
- **Digital Strategy & Execution:** Campaign Development And Coordination; User Journeys, Audience Segmentation, ICP Alignment; Content Calendars, Editorial Systems, Templates; Cross-Functional Collaboration With Design, Product, Sales, And Leadership
- **Analytics & Optimization:** Performance Tracking And Insights; SEO Basics, Keyword Mapping, Funnel-Aware Recommendations; Iterative Testing And Content Refinement
- **Soft Skills:** Warm Communication, Active Listening, Clarity Under Pressure, Empathy, Cross-Cultural Awareness, Thoughtful Collaboration

## MARKETING, PUBLIC RELATIONS & COMMUNICATION

**Head of Marketing & Growth** (Startup Co-Founder) | ProudZone | Remote, International | Jan 2025 – Present

- Oversee four social accounts reaching more than **70,000+ people**, creating messages that help the community feel supported, informed, and connected.
- Manage multi-platform editorial calendars and content systems that support clear, user-centered communication.
- Produce social content, scripts, and short-form video aligned with product development and community needs.
- Collaborate with product, design, and community teams to maintain a consistent, accessible brand narrative.
- Organize content assets, review cycles, and internal documentation for ongoing campaigns.
- Use early performance signals to identify strong formats and guide content decisions.

**Marketing, PR & Communications Consultant** (Independent Contractor) | Barcelos Communication | Remote, International | Sep 2021 – Present

### **Representative Clients:**

- **Cloud 9 Care:** Supported a nurse-led health startup with marketing, communication, and early business consulting. Built their website and shaped the brand's voice, guiding content, structure, and user experience.
- **SONSIEL (Society of Nurse Scientists, Innovators, Entrepreneurs & Leaders):** Developed a full marketing and public relations strategy, including messaging, positioning, and multi-channel communication planning to strengthen visibility and engagement.
- **Healthero:** Provided targeted marketing support focused on audience engagement, outreach, and content direction for early-stage brand development.
- **DeGovanni's Collision:** Improved website clarity, SEO structure, and local search visibility while supporting customer communication systems and digital experience improvements.
- **IntelyCare:** Wrote thought leadership articles, blogs, and digital content for a healthcare staffing platform.

- **Empora:** Created content and messaging that supported user understanding, early brand positioning, and product education for a digital health platform.

#### Consulting Focus:

- **Marketing & Digital Strategy:** Multi-channel campaigns, audience segmentation, SEO-informed content planning, email strategy, social media direction, and performance-based optimization.
- **Public Relations & Organizational Communication:** Press materials, media outreach preparation, talking points, announcements, narrative development, crisis-sensitive communication, and reputation alignment across teams.
- **Content Writing & Thought Leadership:** Articles, blogs, executive communications, ghostwriting for C-suite leaders, messaging frameworks, storytelling systems, and accessible content for technical or clinical topics.
- **Brand Messaging & Voice Development:** Positioning, tone refinement, internal alignment, and identity clarity across platforms.
- **Website & UX Clarity:** Site structure, content audits, SEO improvements, user-friendly messaging, and information flow that makes complex content feel intuitive.
- **Communication Systems & Workflows:** Editorial calendars, templates, documentation, review loops, intake systems, and cross-functional communication practices that keep teams organized.
- **Research & Insights:** Audience research, qualitative pattern recognition, competitive reviews, and data-informed recommendations for marketing and PR direction.

#### Working Board Member, Digital Content | PR Club of New England | Remote, Boston, MA, U.S. | Sep 2024 – Present

- Plan and publish digital content for events, newsletters, and community engagement.
- Draft social posts that highlight programs and member experiences.
- Use engagement insights to guide timing and format choices.

#### Event Marketing & Communications Coordinator (Contract) | G3ict, M-Enabling Summit | Washington DC, U.S. | Apr – Dec 2022

- Coordinated marketing and communications workflows for a conference with **800+ attendees**, overseeing design, web, email, and social assets.
- Structured calendars and production timelines that aligned promotional cycles with registration peaks, contributing to a **30% increase in attendance**.
- Supported cross-functional collaboration between internal teams, speakers, sponsors, and partners to ensure all materials were delivered accurately and on schedule.
- Maintained calm, clear communication throughout shifting logistics, helping the team stay organized during a high-volume event cycle.

#### Corporate Communications & PR Fellow | FleishmanHillard | Boston, MA, U.S. | Jan – Jul 2022

- Supported project flow for **6 Fortune 500 accounts**, coordinating briefs, asset creation, and review cycles across creative, account, and client teams.
- Kept timelines, tracking documents, and deliverables organized across multiple concurrent campaigns.
- Helped streamline communication between teams in different regions, reducing delays and keeping campaigns consistent and on schedule.
- Prepared media materials, research summaries, and thought leadership assets within tight deadlines while maintaining accuracy and brand alignment.

#### Marketing & Communications Coordinator (Intern) | Best Friends Animal Society | Remote, U.S.-Based | Jun – Sep 2021

- Drafted social media posts, email content, and partner-facing materials for national campaigns.
- Helped maintain publishing schedules and asset libraries for ongoing digital initiatives.
- Supported performance tracking and content adjustments based on audience behavior data.

#### Content Strategy Assistant (Intern) | Project Chimps | Morganton, Georgia, U.S. | Feb – May 2021

- Developed an SEO-driven content strategy and produced multimedia content across social channels and the blog, increasing awareness through ethical, platform-aligned storytelling.

- Produced short-form videos, social graphics and visual content for nonprofit campaigns.
- Developed multimedia storytelling assets that improved engagement and clarified messaging across digital channels.

**Social Media Coordinator (Intern) | *Teen Readers Society* | Remote, U.S.-Based | Nov 2020 – Feb 2021**

- Created and scheduled social content that helped increase engagement by **20%** over the internship period.
- Organized a small content pipeline with predictable publishing rhythms across Instagram, Facebook, and TikTok.
- Monitored daily performance and shared insights to refine upcoming posts.

## **CUSTOMER EXPERIENCE, COMMUNICATION & OPERATIONS**

***TruMerit* | Philadelphia, PA | 2016 – 2021**

Gained five years of foundational experience in high-volume operations, workflow coordination, and clear communication across multiple internal and external teams.

**Global Quality & Communications Specialist (2017 – 2021)**

- Coordinated time-sensitive workflows across international teams and tracked documents through each stage of review.
- Managed 100 or more daily inquiries and communicated requirements in a clear and supportive way.
- Built templates, documentation, and processes that made complex steps easier for teams and clients to follow.

**Client Experience & Services Manager (2017)**

- Managed a team of **30 staff members**, clarifying priorities, distributing tasks, and helping the team stay aligned during peak periods.
- Introduced structured communication routines and quality checks that strengthened consistency and reduced turnaround time.
- Provided clear guidance and day-to-day organization to ensure client deliverables were completed smoothly.

**Customer Support Operations Manager (2017)**

- Built the company's first structured digital support system, organizing incoming requests into trackable workflows that improved response time.
- Created simple operational frameworks that made cross-team communication easier and reduced confusion around responsibilities.

**Client Support Associate (2016 – 2017)**

- Responded to **150–200 client communications daily**, routing tasks across teams and ensuring time-sensitive documents were processed quickly and accurately.
- Developed early habits of clear communication, careful prioritization, and calm problem-solving that now guide my work in marketing operations.

## **EDUCATION & ACADEMIC CREDENTIALS**

- **Master of Arts, Communication - Magna Cum Laude (3.86/4.0) | *Johns Hopkins University* | 2020 – 2023**
- **Post-Baccalaureate Certificate, Nonprofit Management | *Johns Hopkins University* | 2020 – 2023**
- **Professional Certificate, International Public & NGO Management | *Cornell University* | 2019 – 2020**
- **Bachelor of Science, Communication & Client Development | *Drexel University* | 2016 – 2020**