

# Paulino Cardoso Jr.

Digital Portfolio: [Barceloscommunication.com](https://barceloscommunication.com)

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Aveiro, Portugal | U.S. Citizen | EU Resident

## SUMMARY

Senior communications and marketing professional with nearly a decade of experience shaping audience-centered messaging, digital growth strategies, and content ecosystems across startups, nonprofits, agencies, healthcare, tech, and global teams. Known for translating complex ideas into clear, human communication that builds trust, drives engagement, and supports long-term growth. Calm, strategic, and deeply attentive to how people experience information, with a strong record of leading multi-channel programs at scale.

## CORE STRENGTHS

- **Marketing Strategy & Content Development**  
Multi-channel marketing strategy; integrated campaign planning; long-form and short-form content (blogs, email, social); messaging development and brand voice; SEO-informed planning and search-aligned content; content calendars, editorial systems, and scalable templates.
- **Public Relations & Organizational Communication**  
Media and stakeholder messaging; press materials and talking points; narrative development and positioning; reputation-aware communication; executive and organizational communications; crisis-sensitive messaging and trust-building support.
- **Digital Strategy & Execution**  
Campaign development and coordination; user journeys and audience segmentation; ICP alignment; cross-functional collaboration with design, product, sales, and leadership teams; operationalizing ideas into clear, repeatable workflows.
- **Analytics, Measurement & Optimization**  
Performance tracking and insight development; SEO fundamentals and keyword mapping; funnel-aware recommendations; iterative testing, learning loops, and content refinement guided by real-world signals.
- **Digital Platforms, AI & Emerging Technology**  
Website development and optimization; content management systems; AI-assisted research, content, and workflow automation; rapid testing and adoption of new tools; translating technical systems into clear, usable experiences for teams and users.
- **Human-Centered Communication & Leadership**  
Clear, grounded communication; active listening; clarity under pressure; empathy and emotional awareness; cross-cultural sensitivity; thoughtful collaboration that builds trust, alignment, and forward momentum.

## PROFESSIONAL EXPERIENCE

**Chief Growth Officer** | [ProudZone](https://proudzone.com) | Remote, International | Jan 2025 – Present

- Lead end-to-end marketing, communications, audience growth, and business development for a global digital platform.
- Manage four social media accounts with a combined audience exceeding **70,000** people.
- Design and maintain editorial calendars, messaging frameworks, and content systems that support acquisition, onboarding, and community trust.
- Produce written, visual, and short-form video content grounded in audience behavior and platform performance.
- Use early performance signals and qualitative feedback to guide experimentation, iteration, and long-term growth decisions.
- Partner closely with product, design, and community teams to ensure messaging remains consistent, accessible, and human across touchpoints.
- Establish scalable workflows that balance speed, clarity, and emotional safety in a growing digital community.

**Marketing, PR & Communications Consultant** | [Barcelos Communication](https://barceloscommunication.com) | Remote, International | Sep 2021 – Present

- Advise startups, nonprofits, and mission-driven organizations on marketing, PR, and communication strategy.
- Lead content strategy, messaging development, and multi-channel planning across digital platforms.

- Translate complex or sensitive topics into accessible, audience-respectful narratives.
- Develop content calendars, messaging frameworks, and internal communication systems that improve clarity and alignment.
- Support brand positioning, audience engagement, and trust-building through thoughtful storytelling.
- Collaborate directly with founders, leadership teams, and partners to align communication with organizational goals.

#### **Clients & Engagements**

- **Cloud 9 Care:** Led marketing and communications strategy for a nurse-led health startup, including website build, brand voice, content structure, and user experience.
- **SONSIEL (Society of Nurse Scientists, Innovators, Entrepreneurs & Leaders):** Developed and executed a comprehensive marketing and public relations strategy, defining messaging, positioning, and multi-channel communication.
- **Healthero:** Directed early-stage marketing support focused on audience engagement, outreach strategy, and content direction.
- **DeGiovanni's Collision:** Strengthened digital presence through website optimization, SEO structure, local search visibility, and customer communication systems.
- **IntelyCare:** Produced thought leadership, blogs, and digital content for a healthcare staffing platform.
- **Empora:** Shaped content and messaging to support early brand positioning, user education, and product clarity for a digital health platform.

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

- Support digital content planning and publishing for a professional communications organization.
- Create and schedule social content promoting events, education, and member engagement.
- Use performance insights to refine content timing, format, and platform selection.

#### **Marketing & Public Relations Coordinator** | *G3ict, M-Enabling Summit* | Washington DC, U.S. | Apr 2022 – Dec 2023

- 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.

#### **Corporate Public Relations Associate** | *FleishmanHillard* | Boston, MA, U.S. | Jan 2022 – Nov 2022

- Supported communications and campaign delivery for 6 Fortune 500 accounts, coordinating briefs, asset development, and review cycles across creative, account, and client teams.
- Managed timelines, tracking documents, and deliverables across multiple concurrent campaigns, helping teams stay aligned and on schedule.
- Prepared media materials, research summaries, and thought leadership assets under tight deadlines, ensuring accuracy, clarity, and brand alignment while supporting collaboration across regions.

#### **Marketing Associate** | *Best Friends Animal Society* | Remote, U.S.-Based | March 2021– Jan 2022

- 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.

#### **Marketing Consultant** | *Project Chimps* | Morganton, Georgia, U.S. | Feb 2020 – June 2020

- 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 Marketing Specialist** | *Teen Readers Society* | Remote, U.S.-Based | Nov 2020 – Nov 2021

- Created and scheduled social content that helped increase engagement by **20%**.

- Organized a small content pipeline with predictable publishing rhythms across Instagram, Facebook, and TikTok.
- Monitored daily performance and shared insights to refine upcoming posts.

**Global Quality & Communications Manger** | TruMerit | Philadelphia, PA, U.S. | June 2015 – Jan 2021

- Led global quality, communication, and support operations across regulated workflows, ensuring documentation accuracy, consistency, and compliance for international teams and external stakeholders.
- Built and scaled documentation systems, communication standards, and digital support infrastructure that reduced errors, improved response times, and brought clarity to complex, high-volume operations.
- Directed a 30-person customer service organization, setting priorities and decision frameworks while serving as a cross-functional bridge between operations, IT, and customer-facing teams to maintain trust, stability, and performance at scale.

**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