SVETLANA RODRIGUES

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WORK EXPERIENCE

Atlys – *Research Associate* (Aug 2024 – Mar 2025)

- Managed and curated social media content to enhance brand visibility and engagement.
- Coordinated cross-functional projects, improving workflow efficiency and team productivity.
- Developed project tracking methods to streamline communication and content delivery.

Adams & Butler – *Luxury Travel Designer, Dublin, Ireland* (Feb 2023 – May 2024)

- Designed and promoted bespoke itineraries, creating compelling content for luxury audiences.
- Built partnerships with international brands and suppliers to expand marketing opportunities.
- Produced destination-based content that supported sales and digital marketing campaigns.

Inner Angel & Raw Fusion – *Junior Marketing Executive, Dundalk, Ireland* (Sep 2022 – Dec 2022)

- Developed and executed social media campaigns, driving higher engagement and reach.
- Built growth-focused marketing strategies aligned with brand objectives.
- Supported sales teams with digital content and promotional materials.

NEXT – *Sales Assistant, Limerick, Ireland* (Dec 2022 – Jan 2023)

- Delivered customer service and managed retail operations including inventory and POS.

EDUCATION

- *Indian School of Business* – Digital Marketing (Present)
- *University of Limerick* – Postgraduate Diploma, Sports Journalism (2021–2023)
- *St. Xavier's College, Autonomous* (2016–2019)

TECHNICAL SKILLS

Digital Marketing | Social Media Management | SEO | Content Strategy | Adobe Suite (Photoshop, Premiere Pro, InDesign) | Canva | Davinci Resolve | Trello | Zoho | HTML | Video Editing

PROJECTS & CREATIVE WORK

- *Dramarookies Podcast* – Co-founder & Co-host (Scriptwriting, Editing, Social Media Management)
- *Voyage Magazine, Chronicle Times Newspaper, Game Point Tabloid* – Concept, Design & Content
- *Anisht* (Short Film) – Writer & Gaffer
- *Award*: SMEDIA 2022 – TV Production of the Year