



CONSTANÇA VASCONCELOS DIAS

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WORK EXPERIENCE

Freelancer // Multidisciplinary Creative Designer - Portugal
2019 - present

Marketing & Creative Director // Just a Change NGO - Portugal
jan 2023 - dec 2024

// Supervised a team responsible for the design and production of branding and marketing materials, ensuring alignment with organizational objectives;
// Developed and implemented comprehensive annual and long-term communication strategies to strengthen brand presence;
// Managed the team's budget, optimizing resources for marketing, design, and community initiatives;
// Coordinated and executed media engagements, press visits, interviews, and content creation;
// Led the planning and execution of major community events, coordinating logistics, timelines, and stakeholder engagement;
// Grew a community of 80K+ across social media platforms (started with 3K in 2019)

Brand & Community Manager // Just a Change NGO - Portugal
2019 - 2022

// Led the design and production of all branding and marketing materials, ensuring consistency across platforms;
// Organized and managed community events, coordinating logistics and event execution;
// Managed media relations, including press visits and communications with reporters;
// Developed and implemented a cohesive brand strategy, enhancing company image and public presence;
// Shot and edited video and photography, creating high-quality visual content for marketing campaigns and promotional materials.

Graphic Designer & Art Director // Cresce e Aparece - Portugal
2020

// Developed social media posts regarding the 2020 Portuguese Presidential Elections, ensuring clear, unbiased messaging that equally represented all candidates;
// Tailored content for a younger audience (18-35) by using accessible language and engaging visual formats to simplify complex political information.

Graphic Designer // Ivity Brand Corp
2017 - 2018

EDUCATION

"Doing Digital" Executive learning intensive program
NOVA School of Business and Economics
May 2022

Masters in Contemporary Editorial and Typographical Practices
Faculty of Fine Arts University of Lisbon (FBAUL)
Sept 2017 - May 2021

Erasmus+
Faculty of Fine Arts, Naples
Sept 2018 - Feb 2019

BA Communication Design
Faculty of Fine Arts University of Lisbon (FBAUL)
Sept 2013 - May 2016

SKILLS

Problem Solving in Business and Creative //
Strong Organizational Skills // Copywriting
& Naming // Strategy & Innovation //
Leadership & Management // Creative
Concept Building // Design & Critical Thinking
// Bias for Action // Community Management
// Public Speaking // Storytelling // Empathy
// Research // Branding // Art Direction //
Graphic Design // Editorial Design // Event
Planning // Figma // Adobe Creative Suite //
Mailchimp // Microsoft Office // Google Suite
// Salesforce

PERSONAL EXPERIENCE

2016 - 2024

Volunteer at Just a Change

Humanitarian Mission in Portugal
4 times as part of the organization,
responsible for all non-construction
related logistics

2018

Volunteer at Comunità di

Sant'Egidio Napoli

Humanitarian Mission in Naples

2015 - 2017

Volunteer at ACI - Fonte da Prata

Humanitarian Mission in Portugal

2000- 2012

Volunteer at Banco Alimentar

Food Bank in Portugal

2000 - 2012

Member of WAGGS

Word Association of Girl Guides
and Girl Scouts

LANGUAGES

// Portuguese - native
// English - fluent
// Italian - basic
// Spanish - basic