



PORTFOLIO

Sarah Pereira da Camara

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Hello!

I'm Sarah Pereira da Camara,

Junior marketing specialist, age 27

Double master's in creative industries and marketing

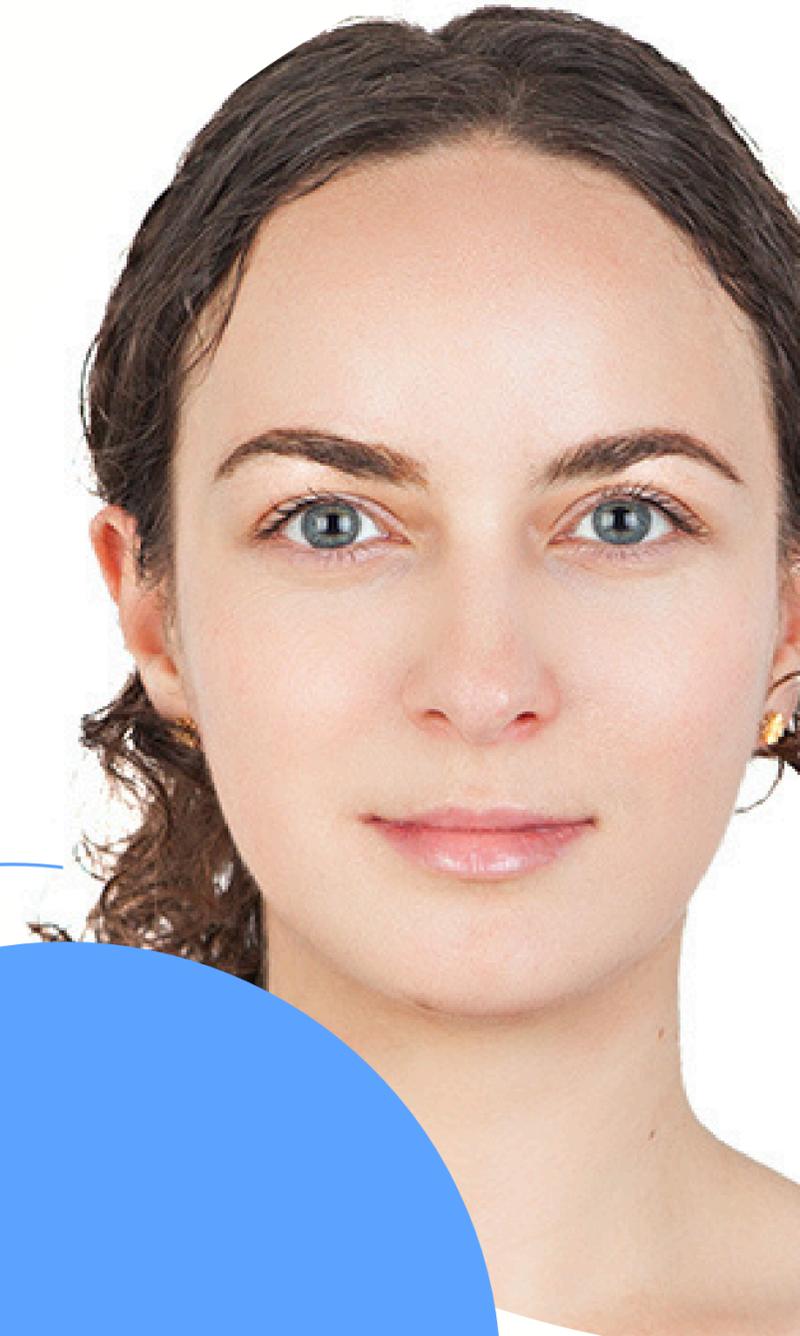
Recently came back from a gap year in South Korea

1 year of experience in communications, specialized in the book industry

Looking for : an opportunity in marketing



Amsterdam



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Education

Master's degree in Creative Industries

This program explored omnichannel storytelling — encompassing books, films, video games, comics, TV series, and transmedia creation. My thesis examined the intersection of reality television and circus arts, combining academic research with creative practice through the writing of a pilot episode script.

Master's degree in Marketing & Communication

Drawn to the marketing component of fiction, I chose to apply my storytelling skills to a market-oriented approach. During my Master's degree, I completed an internship at a publishing house, bridging literature and communication.



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Experience

CRM, B2B, strategic thinking, social media

Communication at Rivka publishing

As Head of Bookshop Relations, I managed orders and prospected new leads to expand the network of business partners across France and Belgium, using CRM solutions such as Evoliz. I contributed to the growth of this independent publishing house and was deeply involved in the commercialization process — from product launch to the creation and distribution of promotional kits for bookshops.

At the same time, I produced and published video content for TikTok and Instagram (for 10k followers), managing an engaged community while following a strategic editorial calendar. As a brand ambassador, I ensured visual and editorial consistency across all communication channels.



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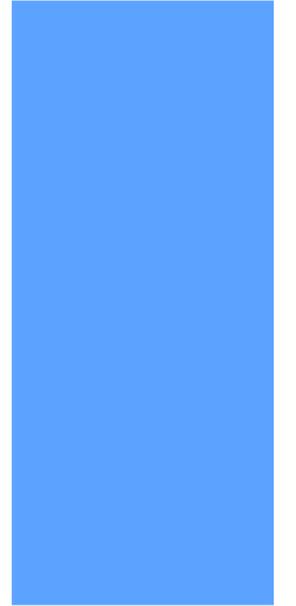
Experience

hospitality, travel, teamwork

The Refuge of Solaise, Val d'Isère (FR)

I joined the team of this luxury hotel for its second season after opening. It was an intense and formative experience where I managed reservations via email and phone, while also welcoming guests to both the hotel and its restaurant. I learned how to optimize occupancy through strategic upgrades, all while ensuring a high-end guest experience and providing concierge services such as dinner and activity bookings.

This high-pressure role strengthened my organizational skills and taught me the importance of seamless communication between departments. I also handled guest complaints, which required calm, empathy, and focus under pressure.



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Experience

autonomy, cultural immersion, adaptability

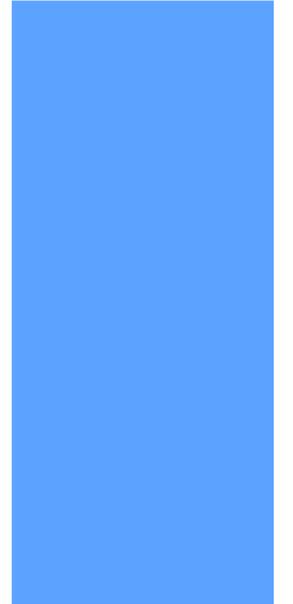
Year living abroad in South Korea

After my studies, I took a gap year with a Working Holiday Visa in South Korea. Based in Seoul, I also traveled across the country, visiting Jeju Island, the demilitarized zone near the 38th parallel, the cultural city of Jeonju and historical sites such as Gyeongju. These experiences gave me diverse perspectives on Korean culture. In Busan, I also volunteered at Kimchi Guesthouse, which offered me another valuable insight into the hospitality industry.

That year abroad required navigating a complex administrative environment and handling official procedures in a foreign language, which demanded a substantial degree of quick-wittedness and adaptability. For instance, English-language banking services were only expanded in April 2025.

“ Many foreign nationals [in Korea] still face challenges due to insufficient language support and limited access to relevant information.

Source : [The Korea Times](#)



Link

Read my blog

Project 1

graphic design, branding, B2B marketing

Starting from scratch with product packshots, I designed the new product catalogue for Meubles Imag, a B2B furniture company targeting European markets. This exciting project, focused on branding and positioning, allowed me to strengthen my expertise in graphic design.

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imag

FAUTEUILS

P. 29 - 31

Faustine · Amo · Alexandra · Émilie · Élisia

BANQUETTES

P. 32 - 35

Banquette V · Banquette VI · Flow · London Chesterfield
New Chester · Stéphanie · Léana

PLATEAUX

P. 37 - 40

1. Revêtements
2. Renforts
3. Teintes finitions bois
4. Teintes pieds bois



5

imag

DIMENSIONS

Chaise Anaë L. 52 x H. 48 x P. 46 cm Hauteur totale : 81 cm – Poids : 10 kg Tissu nécessaire : 1,25 ml – Colisage : 2	Tabouret Bar Anaë Middle L. 51 x H. 65 x P. 48 cm Hauteur totale 102 cm – Poids : 11 kg Tissu nécessaire 1,30 ml – Colisage : 1	Tabouret Bar Anaë L. 51 x H. 80 x P. 49 cm Hauteur totale : 120 cm – Poids : 12 kg Tissu nécessaire : 1,30 ml – Colisage : 1
Chaise Inès L. 51 x H. 48 x P. 47 cm Hauteur totale : 84 cm – Poids 8 kg Tissu nécessaire : 1,20 ml – Colisage : 1	Tabouret Bar Inès Middle L. 51 x H. 65 x P. 47 cm Hauteur totale : 102 cm – Poids : 10 kg Tissu nécessaire : 1,20 ml – Colisage : 1	Tabouret Bar Inès L. 51 x H. 80 x P. 47 cm Hauteur totale : 117 cm – Poids : 11 kg Tissu nécessaire : 1,20 ml – Colisage : 1

INSPIRATIONS



CHAISE ANAË AVEC PASSEPOIL
TABOURET BAR INÈS AVEC PASSEPOIL

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Project 2

research, collaboration, writing, popular culture

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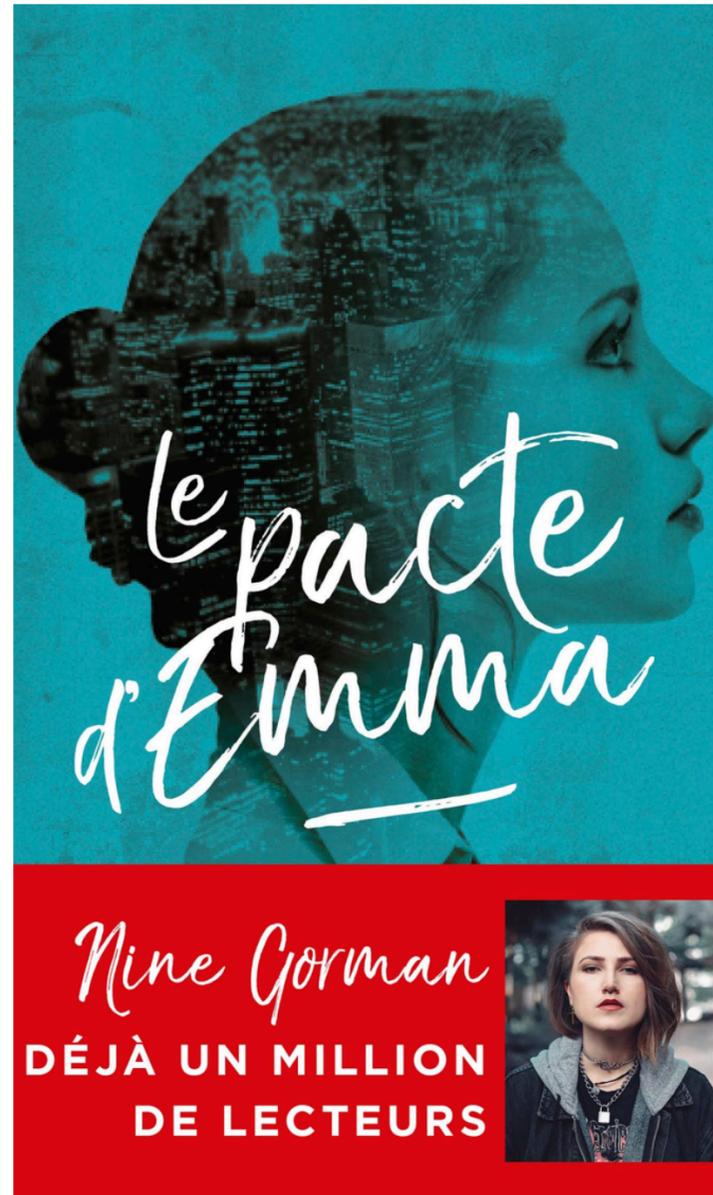
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Alongside my professors at Nîmes University, I contributed to a collective research article exploring the effects of print publication on works initially released online. This project, conducted in parallel with my coursework, was a valuable collaborative experience through which I deepened my understanding of writing craft and gained insight into the publishing industry.

Project 3

innovation, oral presentation, critical thinking

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My academic background reflects a particular interest in innovation and AI, with a focus on stakes such as ethics and fairness. In 2023, at Montpellier Management, I completed a thesis on the representation of smart cities in popular culture, with a focus on the quality of life. I analyzed 25 science-fiction movies from the 1980s to the 2010s and presented my findings at the International Congress of the prestigious AFM (French Marketing Association).



DE L'AFM 2023
10-12 MAI
VANNES



To you, does the city of the future look more like... Minority Report or Blade Runner?



Project 3

SEO, copywriting, technical communication

For Radioshop, I published over 14 blog articles, including one that reached Google's first page. This music marketing agency specializes in in-store radio, using sonic branding to optimize user experience. Taking part in their SEO strategy strengthened my copywriting skills as it required the ability to understand a technical sector and translating it into web content creation and B2B community management.

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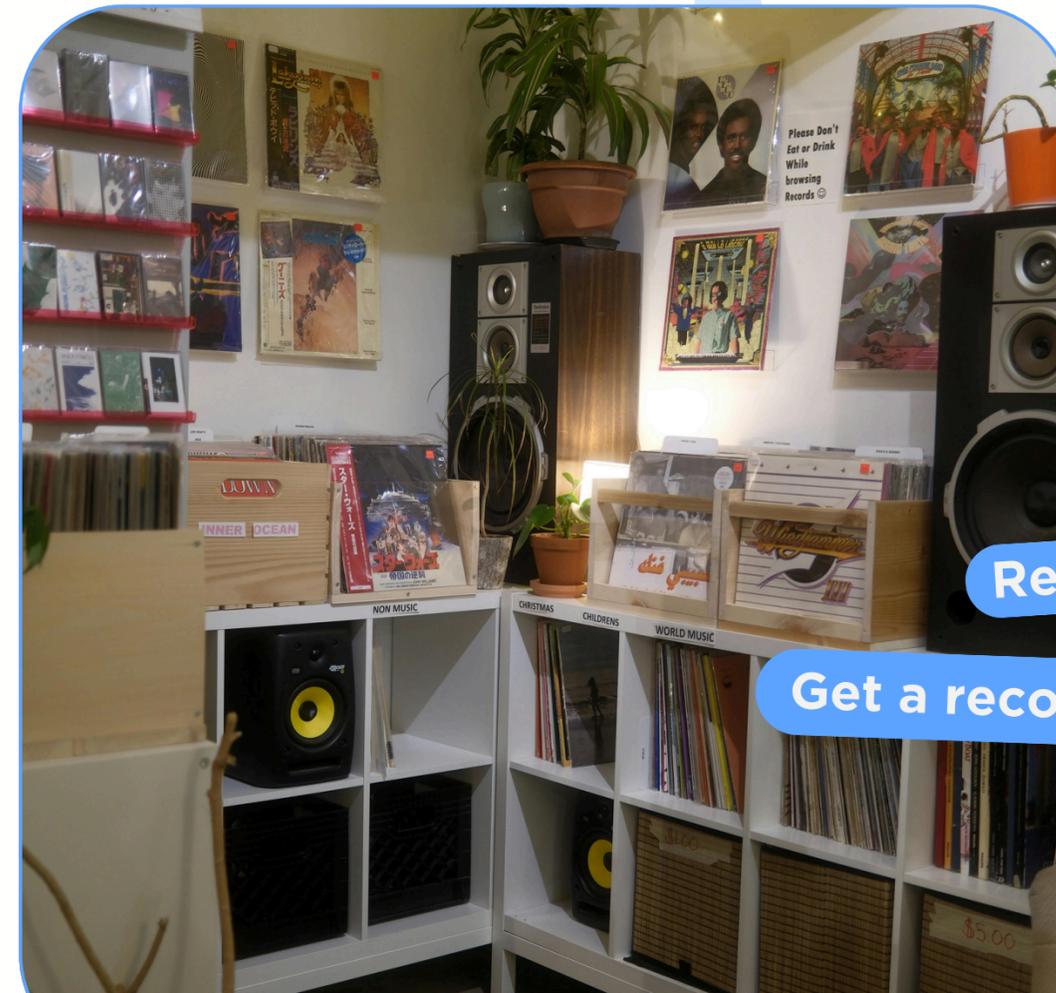
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Project 3



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At Radioshop, I was involved in the making of a video content series that showcased the process of creating an original brand song with rising artists, for which I crafted a compelling narrative designed to inspire brands and guide them in implementing Radioshop's products. This particular example involved rethinking the sonic branding strategy of the footwear group Besson Chaussures.

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Overview



Office 365



and more



How I contribute to your team

Combining strong presentation and writing skills, I bring a fresh and creative perspective to every project, with hands-on experience in copywriting, web content creation, and community management. Comfortable with Adobe Creative Suite and Microsoft Office, I excel at transforming complex ideas into clear, engaging messages that resonate with diverse audiences.



***Thank
you!***

Contact Details

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