

CATARINA DE DEUS LEITE

MARKETING DIRECTOR | BRAND STRATEGIST | SOCIAL MEDIA MANAGER | CONTENT CREATOR
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CAREER SUMMARY

Hi, I'm Catarina Matos de Deus Ferreira Leite, a creative strategist passionate about helping brands tell stories that connect, across cultures, platforms, and continents. Fluent in Portuguese, Spanish, and English, with international experience across India, Angola, and Portugal, I've spent 7 years growing 15+ brands through daily campaigns that blend strategy, design, and community building, delivering measurable results within the first week.

WORK EXPERIENCE

CYBER0 – Marketing Director | Luanda, Angola

2023 - Present

- Directed brand creation from concept to execution, including social media strategy for CYBER0's CEOs.
- Grew CYBER0's social presence from 1,000 to 5,500+ followers in 2 years through consistent daily posting.
- Organized and directed CYBER0's presence at major industry events.
- Lead design and content architecture for:
 - CSOC (Cyber Security Operations Center) — Branding.
 - CAPACITA – Creative branding and website design for a cybersecurity education platform.

Boutique Princesa – Freelance Media Manager | Luanda, Angola

2025

- Developed creative campaigns and digital content for a children's fashion and party décor store.
- Boosted the audience from 5K to 7K followers in 4 months and designed printable product catalogs.

Dr. Kristina Stepanova – Media Manager | Luanda, Angola

2024 - 2025

- Managed digital branding and visual communication for a beauty cosmetologist specializing in skincare.
- Increased overall social reach from 1.5K to 2.5K followers in 8 months.

ChantNow – Media & Branding | Mayapur, Nadia, India

2022 - 2023

- Worked on branding and digital strategy for a platform offering spiritual courses and lifestyle coaching.
- Collaborated with the Spanish team on the "Bhakti Amigos" Club App.

Nandi Sanctuary – Secretary | Mayapur, Nadia, India

2021 – 2022

- Coordinated communication and outreach for Nandi Sanctuary (now Varnashrama Resource Center), which helped over 55,000 animals and rural families through rescue operations and veterinary care.
- With Dharmveer Singh, a business leader associated with companies spanning architectural visualization, trading, import/export and educational non-profits.

Mayapur Institute – Admissions Manager | India

2020 - 2021

- Developed creative campaigns and digital content for a children's fashion and party décor store.
- Boosted the audience from 5K to 7K followers in 4 months, and designed printable product catalogs.

Earlier Work

2018 - 2020

- CDM (ISKCON Congregational Development Ministry) — Translator & Community Support
- Mayapur IT Team — Web Development & Support
- H.G. Devamrita Swami — App & Web Support
- VIHE (Vrindavan Institute for Higher Education) Publications & H.G. Bhurijana Dasa — Merch Design
- H.G. Jayapataka Swami Archives JPS — Translator, Subtitler & Video Editor
- FNIA: Fórum Nacional sobre Inteligência Artificial Angolano — Merch & Event Support
- Valmiki Muni Das — Website, Social Media & Merch
- Nandi Gram Properties — Web Support
- Mayapur Midwives — Merch Support
- Gokula Exports — Merch & Brand Design
- Mayapur Yajna.live — Ad Creatives
- NCT MV's Fansite — Web & Social Media Content

TECHNICAL SKILLS

Adobe Photoshop, Affinity, Figma, DaVinci Resolve, OBS Studio, Meta Business Suite, Google Ads, Google Analytics, Mautic, Mailchimp, HubSpot, Hootsuite, Wix Studio, Tilda, WordPress, Squarespace, Notion, Trello, Asana, etc.

EDUCATION AND CERTIFICATION

- Cambridge A Levels – Sri Mayapur International School
- Comparative Religion Studies – Visva Bharati University, India (incomplete)
- Outstanding Learner Award – Cambridge International AS Level Portuguese Language (2019)
- Fundamentals of Graphic Design – Coursera

WHAT IM LOOKING FOR

Remote marketing, brand strategy, or creative director roles with international companies, especially in tech, social impact, or mission-driven sectors. Based between Angola and Portugal. Available for global collaboration. Let's connect if you're building something worth talking about.