

CATARINA DE DEUS LEITE

MARKETING DIRECTOR | BRAND STRATEGIST | SOCIAL MEDIA MANAGER | CONTENT CREATOR
+351 918349924 | catarinaleite176@gmail.com | www.catarinadedeus.com | www.linkedin.com/in/catarinadedeus/

CARRER 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 8 years growing 22 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 - 2026

- I led the company's brand and marketing strategy and grew its social media following from 1,000 to over 6,000 in just under three years. I organized and represented the brand at major industry events, such as FILDA, ANGOTIC, the Angola Digital Forum (ADF), the Angola Digital Content Summit, eRevolution Angola, and many others.
- Developed branding and coordinated strategic projects such as:
 - CSOC: Security Operations Center as a Service. I developed the website and digital positioning.
 - CAPACITA: Digital Training Center for Cybersecurity & AI. I managed the entire marketing production workflow for in-person and online courses, from website creation to social media posts, presentations, and training materials, as well as practical videos for the courses, and I coordinated promotional webinars.
 - CYBER AI (AI integration into cybersecurity processes): I developed the visual identity and communication materials for this brand in the development phase.
 - AD SONAR (technology platform): Continuous monitoring of Active Directory, with a focus on password security.
 - SWIFT CSP (compliance and financial security): SWIFT-compliant programs and presentations.

Boutique Princesa – Freelance Media Manager | Luanda, Angola 2025

- Developed creative campaigns and digital content for a children's fashion and party decor store.
- Grew the audience from 5,000 to 8,000 followers in 4 months and designed printable product catalogs.

Dra. Kristina Stepanova – Media Manager | Luanda, Angola 2024 - 2025

- Managed the digital brand and visual communication for a beauty specialist specializing in skincare.
- Increased the total social media reach from 1,500 to 3,000 followers in 8 months.

ChantNow – Media & Branding | Mayapur, Nadia, Índia 2022 - 2023

- Worked on branding and digital strategy for a platform that offers spiritual courses and lifestyle coaching. I managed Google Ads campaigns and coordinated sales and admissions communications.
- Collaborated with the Spanish ChantNow team on the "Bhakti Amigos" Club app.

Nandi Sanctuary – Secretary | Mayapur, Nadia, Índia 2021 – 2022

- Coordinated communications and outreach for the Nandi Sanctuary (now the Varnashrama Resource Center), which has helped more than 55,000 animals and rural families through rescue operations and veterinary care. I developed the website, organized weekly photo shoots of the animals and activities, and arranged events and school visits.
- With Dharmveer Singh (Dayal Mukunda Das), a business leader associated with companies spanning architectural visualization, commerce, import/export, and nonprofit educational organizations.

Mayapur Institute – Admissions Manager | Mayapur, Nadia, Índia 2020 - 2021

- I managed digital communications and content for the Institute, a nonprofit organization and project of the Sridham Mayapur Development Foundation that offers advanced training in philosophy and culture to students from around the world. I provided support for recruitment and enrollment systems, organized weekly, monthly, and annual courses—both in-person and online—and coordinated residential stays and course logistics.

EARLIER WORK

- **CDM Congregational Development Ministry** (2018): Design and communication support for this ISKCON ministry, which provides training, resources, and tools for the development of global spiritual communities.
- **Mayapur IT Team & Community Yellow Pages Team** (2018–2019): Website development and management of the Mayapur community's emergency contact and services directory.
- **JPS JayaPataka Swami Archives** (2019–2020): Multimedia production involving subtitling, translation, and preservation of video and audio archives of one of ISKCON's leaders, comprising tens of thousands of recordings.
- **NCT MVS Fansite** (2019–2023): Management of a platform dedicated to the videography of the K-pop group NCT.
- **Mahatma Das Support Team** (2020): Collaboration on technical support for the "DAS Learning" app, focused on conceptual lessons and monitoring of spiritual academic progress.
- **Gokula Exports & Mayapur Bike Rentals** (2022–2023): Creation of logos and promotional materials for this export company, specializing in trade and vehicle rentals.
- **Valmiki Muni Das** (2022–2023): Brand design and image consulting for digital presence and artistic projects.
- **VIHE Vrindavan Institute & H.G. Bhurijana** (2023): Editorial design for the Vrindavan Institute of Higher Education (VIHE), focused on educational publications and teaching materials.
- **H.G. Devamrita Swami with Gopinath Prasad's team** (2023): Creative support and content management for the author and spiritual leader focused on presenting Krishna consciousness in academic settings.
- **Mayapur Mantra Sadhana Yagnas & Mayapur Ink Tattoos** (2023): Visual identity design for sacred ritual events (yagnas) and themed body art services.
- **Mayapur Midwives Births Center** (2023): Communication design and digital support for support groups providing spiritual assistance for motherhood and natural childbirth.
- **FNIA – Fórum Nacional sobre Inteligência Artificial** (2025–2026): Branding for the largest debate forum in Angola.

TECHNICAL SKILLS

Strategy & Marketing & Performance Management: End-to-End Brand Positioning · Multichannel Campaign Planning · Meta Ads · Google Ads · Paid Campaign Management · Email Marketing · Google Analytics & Reporting

Content & Communication & Creative Direction: Social Media Management · Community Building · Copywriting (Ads, Social Media, Email, Blogs) · Brand Voice Development · Brand Storytelling · Educational and Institutional Content · Visual Identity · Presentation Design · Adobe Photoshop · Affinity Suite · Figma · DaVinci Resolve

Web, UX/UI & Digital Product: Landing Pages · User Experience Optimization · WordPress · Wix Studio · Tilda · Squarespace · Notion · Trello · OBS Studio · Project Management · Content Production Workflows

Visual Production & Offline Materials: Photography Direction · Image Editing · Video Editing · Social Media Content Production · Packaging Design · Event Materials · Merchandising · Booths and Brand Experiences

EDUCATION AND CERTIFICATES

- Cambridge IGCSEs, AS & A Levels – Sri Mayapur International School, India (2019)
- Outstanding Learner Award – Cambridge International AS Level Portuguese Language (2019)
- Comparative Religion Studies – Visva Bharati University, India (Incomplete, 2020)
- Teach English Now! Specialization Certificate from Arizona State University - Coursera (2020)
- Fundamentals of Graphic Design from California Institute of the Arts – Coursera (2025)

WHAT I'M LOOKING FOR

Roles in remote marketing, brand strategy, or creative direction at international companies, particularly in the tech, social impact, or mission-driven sectors. Available for global collaboration, with in-person work between Angola and Portugal. Let's connect if you're building something worth talking about.