



Inês Ferreira

Journalism and Communication

PERSONAL DATA

Portuguese
28/10/1993

CONTACTS

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SOCIAL MEDIA



inessferreira



inessferreira



SantosFerreiraI

ACADEMIC QUALIFICATIONS

Bachelor's degree in Journalism and Communication
Universidade de Coimbra – Faculdade de Letras (2011-2014)
Grade (0-20): 16

PROFESSIONAL EXPERIENCE

MEDESIGN (Communication Design Agency)

APRIL 2015 - JUNE 2016

- REPORTER AT NORTEMÉDICO
(Magazine of the Portuguese Medical Council)

Nortemédico is a magazine that provides coverage of health events of the medical community of the North of Portugal.

DUTIES: Conducting interviews, writing features and news stories, deciding on the content for stories, attending press launches, meetings and conferences etc. My time in MEDESIGN implied improving on abilities such as reporting, investigating, interviewing, critical perspective, knowing how to write notes in shorthand, communication skills, writing creative and interesting articles, time management as well as knowledge of writing about a range of topics including politics, medicine, culture, education and health.

- WRITER (Book: “Porto Saúde – Momento e Movimento”)

“Porto Saúde – Momento e Movimento” is a book about the past, present and future of Health of the city of Oporto, promoted by “Fundação para a Saúde – SNS” (Foundation for Health – Portuguese National Health Service). This work is signed by dozens of authors, of which some of the most relevant personalities of the Portuguese health sector are included. I contributed to this book with a chapter about medical associativism in the city, since the XIX century.

JORNAL DOS CLÁSSICOS (Online newspaper)

JULY 2013 - JUNE 2016

- JOURNALIST/ EDITOR

I worked as a journalist, providing coverage of national and international events, and following up potential new stories. I was also involved in picture selection, editing copy, contents of the publication and headlines of the newsletter. My contribution in this project allowed the site to reach more readers, by offering a wider range of themes, achieved through daily research with several sources, investment in multimedia resources and social media. This experience helped me learn and develop important tools in the area such as event monitoring, ability to select, to write interesting articles for targeted niche audiences, to create catchy headlines, manipulation of wordpress and occasional photography skills. In less than three years, the number of followers on the newspaper's Facebook page increased from 2.000 to more than 10.000.

SOFTWARE

Final Cut Pro
Wordpress
Audacity
Microsoft Office
Adobe Illustrator

PROFILE

Multi skilled
Autodidact
Quick learner
Team worker
Inquisitive by nature
Creative

INTERESTS

Photography
Music
Travel
Reading

PROFESSIONAL EXPERIENCE

TVI /TVI24 (TVchannels) - INTERNSHIP IN JOURNALISM JULY 2014 - JANUARY 2015

TVI is a private and generalist Portuguese broadcaster and audience leader. TVI24 is the informative television channel of the same group, which provides online news coverage as well.

• INTERNACIONAL SECTION - TV

The daily production of news for TVI and TVI24 actively contributed to greater informative offer internationally in general and informative TV channels. The preparation of news stories for television involved direct contact with writing, editing and subtitling software.

LOCAL REPORTS: Society and Politics sections

Fieldwork, interviews, selection of content and production of fresh news. Teamwork, ability to absorb and organize large amounts of complex information quickly.

• NEWSDESK tvi24.pt (News website)

Working with the digital editorial office covered a range of different functions: from the construction of root articles based on interviews, to the drafting of breaking news from the international media. For three months I also made infographics, news based on information given by specific agencies, and followed to the minute political congresses and parliamentary inquiry hearings, providing informational products on the site, processes that require maximum use of multimedia tools.

MUSEU DO CARAMULO

2014 / 2015

• PUBLIC RELATIONS IN EVENTS

I've worked four times at events of Museu do Caramulo (one of the first museums designed and created in Portugal embodying the modern requirements of museology) in client relations management and customer care. I've been twice at Caramulo Motorfestival, an event devoted to classic and sports automobiles and motorcycles that takes place by the Caramulo mountain. I've also been twice at Motorclássico, an international fair organized in the city of Lisbon and exclusively devoted to the classic automobile and motorcycle world.

LANGUAGES

PORTUGUESE



SPANISH



BAHASA INDONESIA



ENGLISH



FRENCH

