



Inês Carvalho

PROFILE

I am a communications professional with over six years' experience in B2B communications, built largely at international Swiss companies. I led the global LinkedIn presence of an international certification body with **53,000+ followers**, and I now advise founders independently — building complete communications functions from zero, from brand identity and business plan through to launched channels reaching **LinkedIn engagement rates of 5–15%**. I have led teams, managed marketing budgets and steered external agencies, and I am used to setting the direction of a mandate rather than executing someone else's brief. I work with an AI-assisted production workflow across research, drafting, analysis and reporting.

PROFESSIONAL EXPERIENCE

Independent Communications Consultant

Self-employed — Romanshorn, Switzerland

Jan 2026 – present

- Sole communications lead for **four founder-led organisations** across IT and the cultural / heritage sector, setting the agenda with founders and managing directors rather than working to a brief.
- Built the complete communications function of a Swiss cultural-technology venture from zero: brand and visual identity, positioning, audience personas, content strategy and the launch of six channels.
- Achieved LinkedIn engagement rates of **5.36% to 14.58%** and click-through up to 13.47% — several times the 2–3% typical for organic B2B content — across 92,600 impressions in the first six months.
- Grew a founder's LinkedIn from 2 to 389 followers, building an audience that is **42% manager level or above** and concentrated in the target sectors.
- Authored the business plan, investor presentation and financial projections alongside the communications strategy and competitor analysis.
- Introduced quarterly performance reporting — cadence, conversion and concentration-risk analysis — used by founders to set priorities and allocate spend.
- Operate an **AI-assisted production workflow** across research, drafting, analysis and reporting, delivering agency-scale output as a single operator.

Social Media Manager

OEKO-TEX Service GmbH — Zurich

Jul 2024 – Aug 2025

- Managed the global LinkedIn presence of a B2B international textile certification body, growing engagement and brand visibility across a community of **53,000+ followers**.
- Independently designed and rolled out the company-wide **Employee Ambassador Programme**, from strategy through to implementation and internal adoption.
- Developed B2C editorial plans for diverse target groups, derived from the comprehensive marketing strategy.
- Ran organic and paid LinkedIn campaigns and daily community management, briefing and steering an external agency alongside internal stakeholders.
- Monitored performance, produced regular reporting and translated analytics into editorial decisions.

CONTACT

ADDRESS

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Switzerland

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LINKEDIN

linkedin.com/in/ipcarvalho

PERSONAL DETAILS

NATIONALITY Portuguese
(EU/EFTA)

WORK PERMIT Swiss B permit

AVAILABILITY Immediate

LANGUAGES

Portuguese Native

English Fluent

Spanish Conversational

German A1 — in progress

CERTIFICATIONS

Political Consultancy

EAPC Academy · 2023

Social Media Marketing

HubSpot Academy · 2022

Strategy & Brand

Communications strategy · Brand voice, identity & positioning · Editorial planning · Business planning & investor materials · Persona and competitor analysis

Leadership & Ownership

Team leadership · Budget planning & management · Agency and stakeholder management · Founder advisory

Social & Content

LinkedIn (organic & paid) · Instagram · Facebook · Community management · Copywriting · Executive & thought-leadership branding

Analysis & Delivery

Campaign management · Social media analytics · Performance reporting · Project management

AI & Automation

AI-assisted research, drafting and content production (Claude) · Data analysis and reporting · Prompt design and workflow automation

Tools

Adobe Photoshop, InDesign & Illustrator · Canva · Monday.com · Google Workspace · LinkedIn Campaign Manager · Meta Business Suite

INTERESTS

Reading · Food and nutrition · Sewing

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PROFESSIONAL EXPERIENCE — CONTINUED

Marketing & Communications Intern — Business Area Die Casting

Bühler AG — Uzwil

Nov 2023 – Jun 2024

- Directed campaigns and customer onboarding communications for the B2B Die Casting industry.
- Planned and delivered weekly content and monthly social media strategies.
- Organised an international client event for **20+ CEOs**, coordinating venue and hotel, conference speakers and the accompanying programme.
- Supported international trade fair planning, internal communications and a showroom renovation project.
- Produced marketing support materials for the sales team and managed internal media assets.

Strategic Content Manager

Lares Online — Lisbon, Portugal

May 2023 – Nov 2023

- Directed multi-content campaigns and client onboarding communications.
- Led the team to ensure brand consistency across all output.
- Ran internal communications and company events alongside B2B and B2C external communications.
- Reported to and coordinated all communications directly with the CEO.

Social Media Marketing

Zumub — Lisbon, Portugal

2022 – 2023

- Drove brand growth across multiple channels.
- Handled customer support, applying problem-solving skills directly with customers.

Marketing Executive

Papaya Plants — Lisbon, Portugal

2019 – 2021

- Brand development from zero — strategic brand building through multi-channel strategies.
- Managed end-to-end operations to ensure customer satisfaction.
- Developed and managed budgets across marketing, operations and accounting.

EDUCATION

Bachelor's Degree — Public Relations & Corporate Communication

School of Communication and Media Studies — Lisbon, Portugal

2020 – 2023

REFERENCES

Employment references (Arbeitszeugnisse) from OEKO-TEX Service GmbH and Bühler AG are enclosed with this application. Client references from current consulting mandates are available on request.