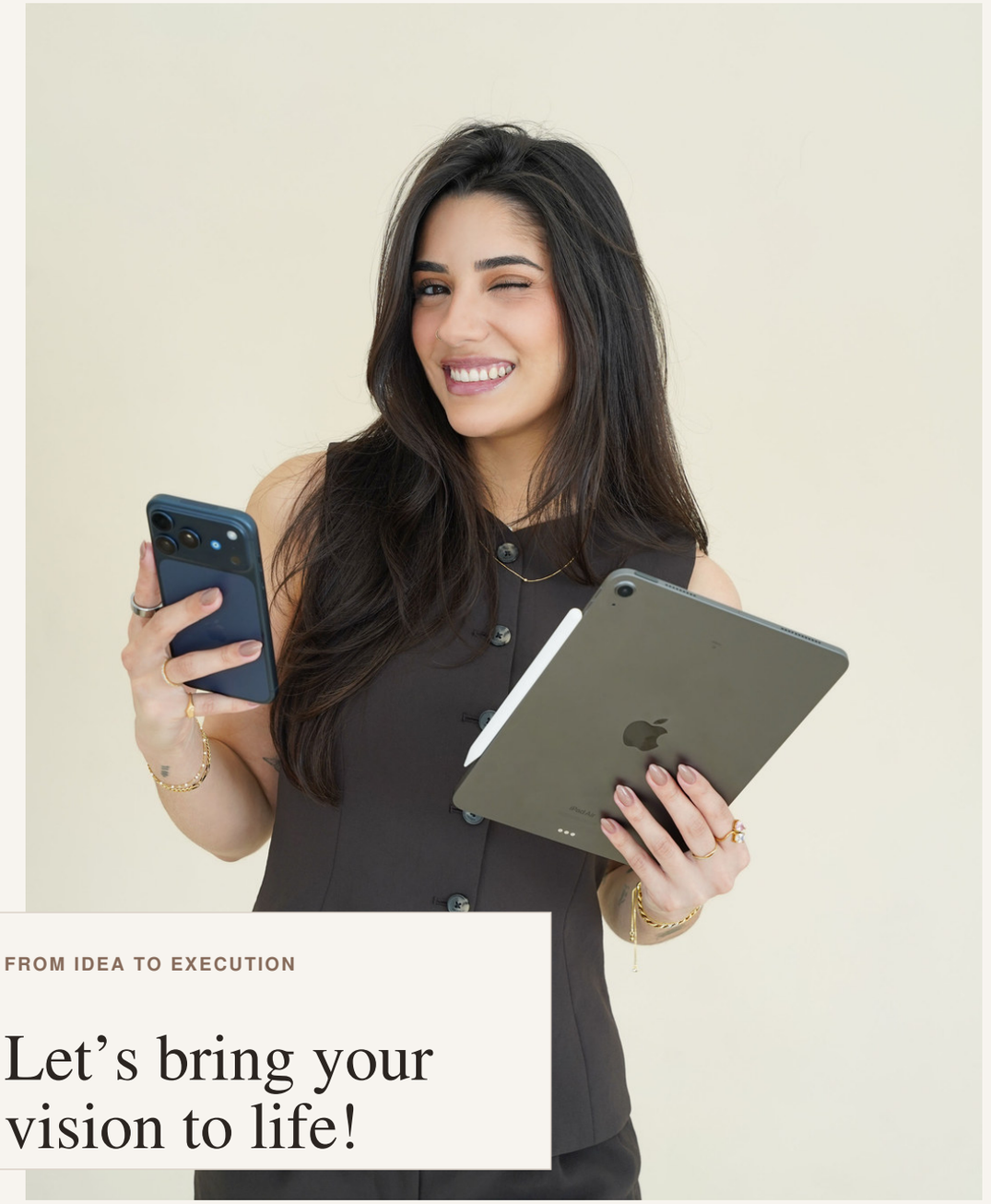
MANUELLA MACHADO · MMACHADO MKT

# Giving your *dreams* a digital presence.

Content strategy, video production and digital design for businesses, athletes and personal brands.

Explore my work ↗

Let’s create together ↗



FROM IDEA TO EXECUTION

Let’s bring your vision to life!

## Strategy meets creativity.

South Florida · English & Portuguese

THE PERSON BEHIND THE CONTENT

CONTENT STRATEGY

SOCIAL MEDIA

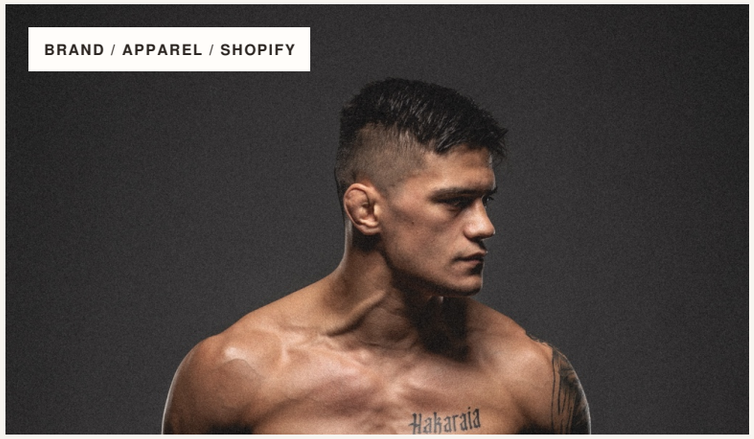
VISUAL STORYTELLING

DIGITAL EXPERIENCES

01 / SELECTED WORK

# Different brands.
# *A personal approach.*

From athletes to clinics and personal brands, each project starts with understanding the people behind it. Explore my role, the deliverables and the content.



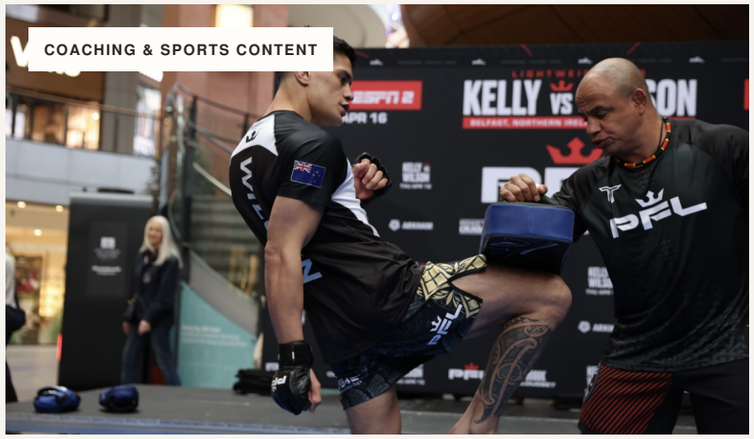

## Jay Jay Wilson | PFL
Logo Design, Shopify Setup & Apparel Design




## Bayview Dentistry
Social Media Management & Marketing Coordination



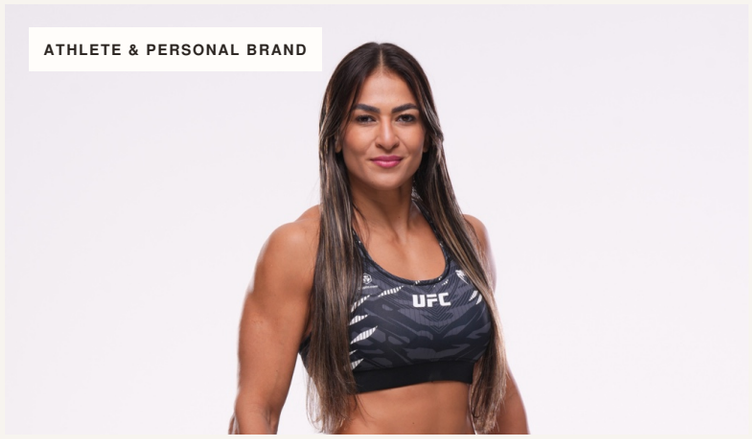

## Muay Thai by Thais Souza
Logo Design, Content Production & Waiver Automation




## Coach Macarrão
Selected Video Production




## Las Olas Dentistry
Marketing Coordination & Content Creation




## Bia Mesquita | UFC
Social Media Management & Content Creation

medbeautiq
BOCA RATON

PREVIOUS PROFESSIONAL EXPERIENCE

## MedBeautiq

Marketing Coordinator · April 2023 – July 2026

Professional experience preceding MMachado MKT.

SELECTED WORK / ATHLETE, BRAND & E-COMMERCE

# Jay Jay Wilson | PFL

## Logo Design, Shopify Setup & Apparel Design

For Jay Jay Wilson’s The Māori Kid brand, I designed the logo and apparel graphics and set up the Shopify store. I also planned, filmed, edited, and published social content, connecting the visual work with his digital presence.

### MY CONTRIBUTION

- Logo design
- Apparel graphic design
- Shopify store setup
- Content planning and filming
- Video editing and publishing
- Linktree setup

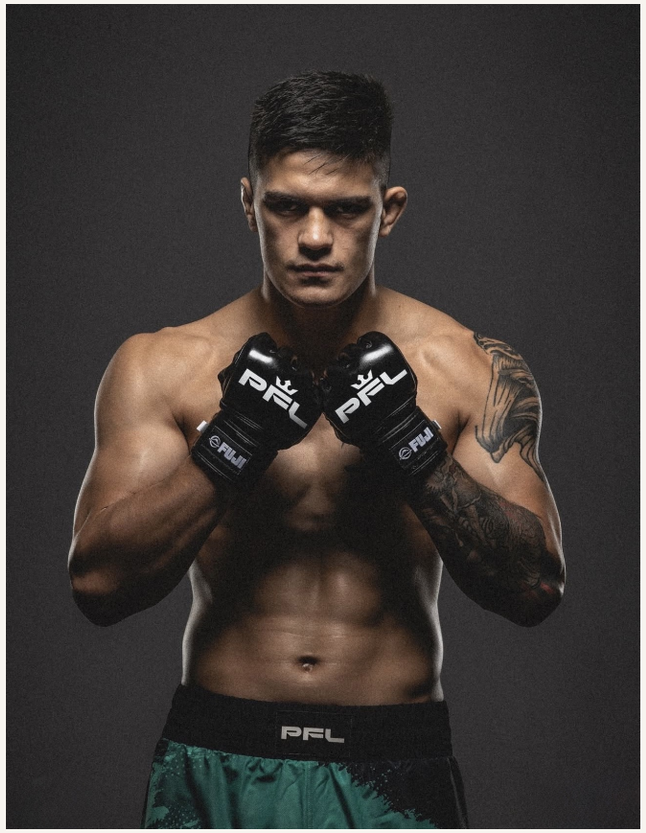


JAY JAY WILSON | PFL

# The Māori Kid

Logo design and apparel graphics








Logo design



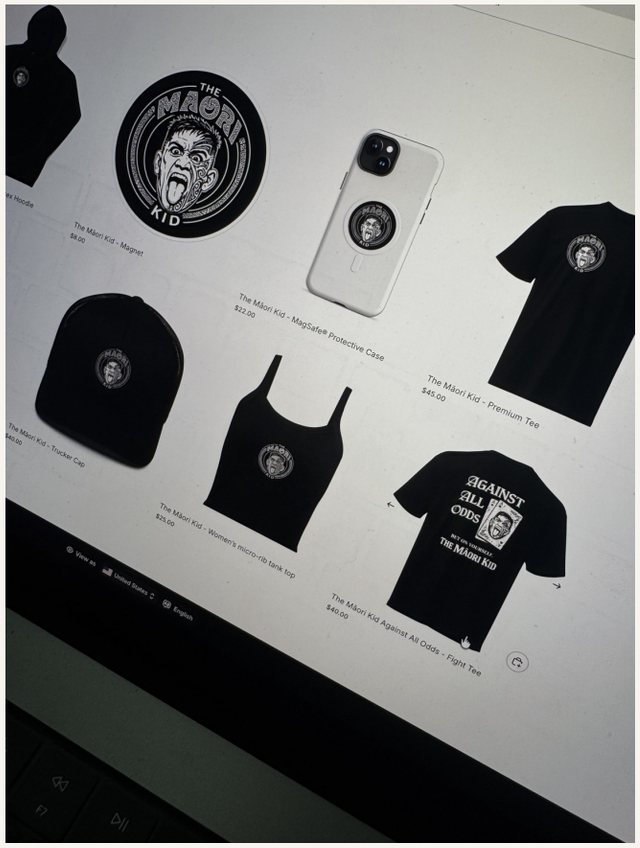

Apparel artwork

CLIENT PORTRAITS

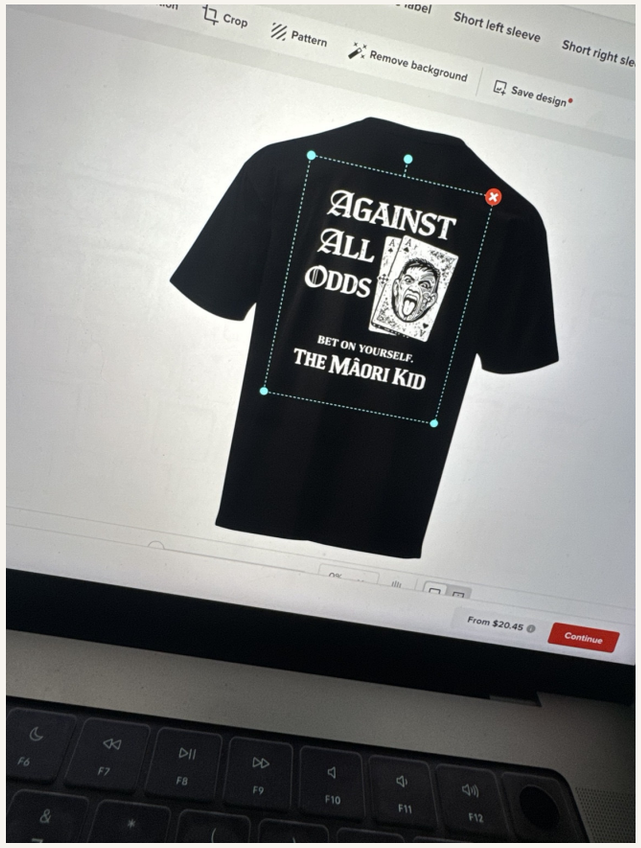
JAY JAY WILSON | PFL

# Explore the work.

Open an original post or Reel with one click, or scan its QR code on another device.




Shopify setup




Design in progress

WEBSITE PROJECT

## The Māori Kid website

View Website Project

INSTAGRAM

## Reel 01

Watch Reel

INSTAGRAM

## Reel 02

Watch Reel

INSTAGRAM

## Reel 03

Watch Reel

INSTAGRAM

## Reel 04

Watch Reel

SELECTED WORK / DENTAL PRACTICE




# Bayview Dentistry

## Social Media Management & Marketing Coordination

I manage social media for Bayview Dentistry, planning, filming, editing, and publishing content featuring the doctor and clinic. I also supported content coordination for its collaboration with Bia Mesquita, another of my clients. My work includes social media design, Linktree, and materials for the clinic's day-to-day communication.

MY CONTRIBUTION

- Social media management
- Video editing
- Brand collaboration and partnership support
- Supporting clinic materials
- Content planning and filming
- Social media design and publishing
- Linktree setup

# Explore the work.

Open the original content or scan its QR code.

INSTAGRAM
Reel 01
Watch Reel

INSTAGRAM
Post 01
View Post

INSTAGRAM
Post 02
View Post

INSTAGRAM
Reel 02
Watch Reel

INSTAGRAM
Post 03
View Post

INSTAGRAM
Reel 03
Watch Reel

SELECTED WORK / SPORT & COACHING

# Muay Thai by Thais Souza

## Logo Design, Content Production & Waiver Automation

For Muay Thai by Thais Souza, I created the logo and planned, filmed, edited, and published social content. I also set up her Linktree and automated the digital waiver process, bringing creative work and practical digital organization into the same project.

### MY CONTRIBUTION

- Logo design
- Content planning and filming
- Video editing
- Social media design and publishing
- Linktree setup
- Digital waiver automation



MUAY THAI BY THAIS SOUZA

# Explore the work.

Logo design, brand artwork and original content.




Logo design




Brand artwork




Muay Thai by Thais Souza

INSTAGRAM

Reel 01

Watch Reel

INSTAGRAM

Reel 02

Watch Reel

INSTAGRAM

Post 01

View Post

INSTAGRAM

Post 02

View Post

INSTAGRAM

Post 03

View Post

INSTAGRAM

Reel 03

Watch Reel

INSTAGRAM

Post 04

View Post

SELECTED WORK / COACHING & SPORTS CONTENT

# Coach Macarrão

## Selected Video Production

For Coach Macarrão, I planned, filmed, edited, and published selected videos highlighting his coaching work at American Top Team. This project focused on a smaller selection of coaching content, with a Linktree setup to organize his digital links.

### MY CONTRIBUTION

- Selected video planning
- On-site filming
- Video editing
- Social media publishing
- Linktree setup




Coach Macarrão · Training with Jay Jay Wilson

COACH MACARRÃO

# Explore the work.

Selected coaching content.




Coach Macarrão · Training with Jay Jay Wilson




Coach Macarrão · Brand artwork

INSTAGRAM

## Reel 01

Watch Reel

INSTAGRAM

## Reel 02

Watch Reel

INSTAGRAM

## Reel 03

Watch Reel

SELECTED WORK / DENTAL PRACTICE

# Las Olas Dentistry

## Marketing Coordination & Content Creation

For Las Olas Dentistry, I coordinated marketing content and communication materials, from planning and on-site filming to editing, copywriting, design, and publishing. I also set up the clinic's Linktree and created supporting materials for its day-to-day needs. For website updates, I defined requested changes, communicated priorities, and coordinated their progress with the web team.

MY CONTRIBUTION

- Content strategy and planning
- Copywriting and social media design
- Linktree setup
- Website update coordination
- On-site filming and video editing
- Social media publishing
- Supporting clinic forms and materials

# Explore the work.

Open the original content or scan its QR code.

INSTAGRAM

Post 01

View Post

INSTAGRAM

Reel 01

Watch Reel

INSTAGRAM

Post 02

View Post

INSTAGRAM

Reel 02

Watch Reel

INSTAGRAM

Post 03

View Post

SELECTED WORK / ATHLETE & PERSONAL BRAND

# Bia Mesquita | UFC

## Social Media Management & Content Creation

I manage social media for Bia Mesquita, from planning and filming to editing and publishing. I also supported the planning and content coordination for her collaboration with Bayview Dentistry, another of my social media clients. My work includes a Linktree setup to organize her online destinations.

### MY CONTRIBUTION

- Social media management
- Content planning
- On-site filming
- Video editing and publishing
- Brand collaboration and partnership support
- Linktree setup



BIA MESQUITA | UFC

# Explore the work.




Open an original post or Reel with one click, or scan its QR code on another device.

## BIA × BAYVIEW DENTISTRY

INSTAGRAM

### Reel 01

Watch Reel

## BIA × BAYVIEW DENTISTRY

INSTAGRAM

### Reel 01

Individual content

Watch Reel

INSTAGRAM

### Reel 02

Individual content

Watch Reel

INSTAGRAM

### Post 01

Individual content

View Post

## BIA × BAYVIEW DENTISTRY

INSTAGRAM

### Reel 01

Selected content

Watch Reel

INSTAGRAM

### Reel 02

Selected content

Watch Reel

INSTAGRAM

### Reel 03

Selected content

Watch Reel

## BIA × BAYVIEW DENTISTRY

INSTAGRAM

### Reel 04

Selected content

Watch Reel

INSTAGRAM

### Reel 05

Selected content

Watch Reel

INSTAGRAM

### Reel 06

Selected content

Watch Reel

PREVIOUS PROFESSIONAL EXPERIENCE

medbeautiq
BOCA RATON

# MedBeautiq

## Marketing Coordinator

APRIL 2023 – JULY 2026

As Marketing Coordinator at MedBeautiq, I planned and produced social media content and coordinated marketing campaigns. My work included short-form video, graphics, captions, educational content, content calendars, and creative coordination with providers and the internal team. I also provided direction on the website, communicated the changes I wanted, and coordinated with the web team.

### MY CONTRIBUTION

- Social media campaign coordination
- Short-form video production
- Graphics, captions, and educational content
- Content calendars
- Creative coordination with providers
- Consistent brand communication
- Website direction and update coordination

# Explore the work.

Open the website or original content, or scan a QR code.

WEBSITE PROJECT

MedBeautiq website

View Website

INSTAGRAM

Reel 01

Watch Reel

INSTAGRAM

Reel 02

Watch Reel

INSTAGRAM

Reel 03

Watch Reel

INSTAGRAM

Reel 04

Watch Reel

INSTAGRAM

Reel 05

Watch Reel

INSTAGRAM

Reel 06

Watch Reel

Professional experience preceding MMachado MKT.

02 / HOW I CAN HELP

# One creative partner.
# *Many ways to connect.*

I help turn your ideas into content, visuals and digital tools that fit your brand and the way you work.

Find the right fit for your brand ↗




## MMachado MKT

Built around your story.

01

### Content strategy & social media

From content ideas and calendars to captions and publishing, I bring your brand's voice into its everyday presence.

Content planning · Copywriting · Social media management

02

### Video production & live content

On-site filming, short-form video editing, guided remote shoots and real-time content creation. I help you capture the moments that tell your story.

Reels · Filming & editing · Real-time posting

03

### Brand visuals & creative design

Visuals that carry your identity across social posts, logos, apparel, media kits, portfolios and everyday business materials.

Logo & apparel design · Media kits · Social graphics

04

### Digital setup & workflow support

I organize the practical side of your digital presence, from Linktree and Shopify setup to website update coordination, forms and digital waiver automation.

Linktree · Shopify setup · Forms & workflows



STRATEGY, CREATIVITY & A PERSONAL TOUCH.

03 / MEET YOUR CREATIVE PARTNER

# Hi, I’m *Manuella.*

## Digital marketer. Content creator. Founder of MMachado MKT.

Based in South Florida, I create content and communication materials for businesses, athletes and personal brands. My work brings together strategy, storytelling and hands-on production.

From planning and filming to editing and publishing, I’m involved in every step. I take the time to understand your personality, audience and goals so your content feels like a natural extension of who you are.

With a degree in Digital Marketing from Full Sail University and a background in client service and clinic operations, I bring both a creative eye and a practical understanding of the businesses I work with.

BASED IN

South Florida

LET’S CONNECT IN

English or Portuguese

Connect on LinkedIn ↗

04 / THE WAY I WORK

# Good content starts with *a conversation.*

01

## Understand your world

We talk about your brand, audience, goals and the support you need.

02

## Give the ideas direction

I shape the content plan, visual approach and materials around your priorities.

03

## Create, refine, share

From filming and design to editing and publishing, I bring the plan to life.



A thoughtful process.
A presence that feels like you.

05 / TESTIMONIALS

# From the people *I create with.*

Two perspectives on what it’s like to work together, from guided video creation to a full day of live content.

“

Manuella was wonderful to work with! After she created my videos, I started getting more clients and received so many compliments.

I booked a package with her, and the experience was great from start to finish. She guided me through what to film, how to capture each shot, and how to send her the footage. We ended up with so much content!

10/10 — she’s my go-to whenever I need help.

RB

**R.B.**

Cake Atelier Owner

“

After changing jobs, I decided to focus more on social media. I hired Manuella after seeing her marketing work with female fighters, and I’ve loved working with her!

With my package, she spends the day with me, capturing what I’m doing and posting in real time. It makes my life so much easier, and my followers feel like they’re right there with me throughout the day.

ML

**M.L.**

Influencer



LET’S MAKE SOMETHING MEANINGFUL.

MMACHADO
MARKETING

06 / YOUR NEXT CHAPTER

# Let’s bring your *brand to life.*

Have a business, a personal brand or a project in mind? Tell me what you’re building and where you’d love a little creative support.

Start a project ↗

marketing.mmachado@gmail.com

+1 (954) 804-0059

Boca Raton, Florida

View the online portfolio ↗