

PORTFOLIO

JOÃO DE CASTRO

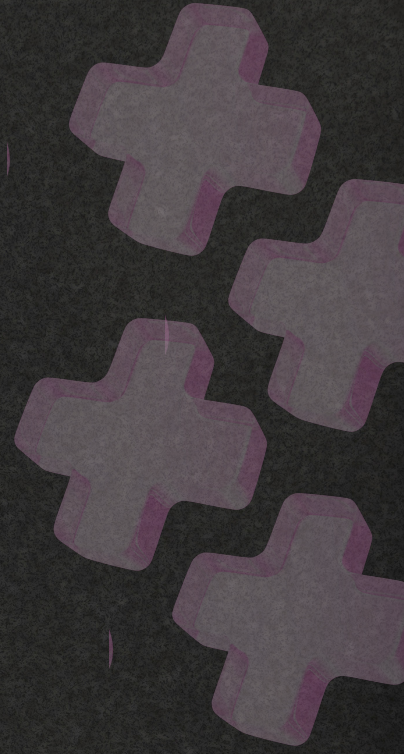


Marketing, design
and social media

[link portfolio](#)

About Me

JOÃO DE CASTRO



I don't see marketing as marketing. I see it as a form of expression. I've always had a strong connection to art, to visuals, and to how things make you feel. I grew up observing styles, environments, people—and realizing that everything communicates, even when no one is trying to say anything.

Travel has completely changed the way I see the world. It gave me references, aesthetics, culture, and, above all, vision. Today, I bring that to everything I do: each project is a mix of influences, creativity, and intention.

I like strong concepts, identities with personality, and content that doesn't go unnoticed. I'm not interested in doing "more of the same"—I'm interested in creating something that lasts. I work across marketing, design, and social media, always aiming to transform ideas into something visually impactful and strategically thought out.


Experience



Marketing Intern – Me We Coaching (Berlin, 2025)

- * Increased engagement on social media
- * Account management and audience interaction
 - * Content and template creation
 - * Development of digital strategies

Marketing Intern – Prime Agency Media (London, 2025–2026)

- * Full experience in an agency environment
 - * Management of email marketing campaigns (Apollo)
 - * Creation and editing of digital content
 - * Social media management
 - * Writing articles and newsletters
 - * Development of PR strategies
- 

Projects



video in portfolio



MERCHANDISE



\$30

TOTEBAG



\$50

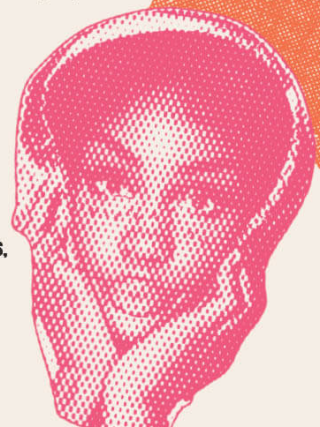
T-SHIRT

@RAIZSTREETWEAR

GNX TOUR

Portugal julho 2025

wacced out murals, squabble up, King Kunta, ELEMENT., tv off, 30 for 30, Love Galore, Broken Clocks, The Weekend, euphoria hey now, HUMBLE., Backseat Freestyle, family ties, Swimming Pools (Drank) m.A.A.d city, Alright, man at the garden, Scorsese Baby Daddy, F2F Garden (Say It Like Da), Kitchen Blind, Low, Doves in the Wind



All the Stars, LOVE., dodger blue peekaboo, DNA., Count Me Out Bitch, Don't Kill My Vibe, Money Trees, Poetic Justice, I Hate U, Shirt, Kill Bill, Snooze, Nobody Gets Me, Good Days, Rich Baby Daddy, N95, tv off, Not Like Us, luther, gloria

THE STREET IS THE RUNWAY

NOT FASHION, IDENTITY

Fashion no longer lives only inside glossy magazines or luxury runways in Paris, Milan or New York. Today, fashion lives in the street. It lives in the way people mix oversized jackets with vintage sneakers, in the confidence of someone wearing bold colours in the middle of a grey city, and in the creativity of individuals who transform everyday clothing into a statement.

In this environment, fashion becomes more than style, it becomes communication. A hoodie, a pair of statement sunglasses or a bold graphic t-shirt can say more about someone than words ever could.

The street has become the new runway. And everyone walking through the city is part of the show.

Street style has become one of the most powerful influences in contemporary fashion culture. What once started as a spontaneous form of self-expression is now shaping global trends and inspiring designers all over the world. Brands look at the streets to understand what people really want to wear, not just what the fashion industry dictates. Urban fashion is raw, experimental and constantly evolving. It is influenced by music, skate culture, art, social media and the energy of big cities.



Oferta exclusiva



APRESENTA-MOS TE HOJE E EM EXCLUSIVO A NOSSA NOVA COLEÇÃO "NEW MONEY" POR FAZERES PARTE DA NPSSA TROUP ENVIAMOS-TE ESTE CÓDIGO PARA 10% DE DESCONTO

RAIZIO

NÓMADA
STUDIOS

NÓMADA
STUDIOS

NÓMADA
STUDIOS

nó nó nó nó

SOBRE NÓS



CONHEÇA UM POUCO DA HISTÓRIA DA ANDORINHA BARBERSHOP NOS PRÓXIMOS STORIES



SOBRE A ANDORINHA

FUNDADA EM 2022, A ANDORINHA BARBERSHOP É O RESULTADO DA PAIXÃO COMPARTILHADA POR DOIS EXPERIENTES BARBEIROS QUE DECIDIRAM TRANSFORMAR AS SUAS VISÕES EM REALIDADE. DESDE ENTÃO, A NOSSA BARBEARIA TEM SE TORNADO UM REFÚGIO PARA AQUELES QUE PROCURAM CORTES DE CABELO E BARBA EXCEPCIONAIS, COM UMA EQUIPA DEDICADA E ESPECIALIZADA.



A NOSSA EQUIPA

É COMPOSTA POR CINCO BARBEIROS ALTAMENTE EXPERIENTES, QUE NÃO SÓ DOMINAM AS SUAS TÉCNICAS, COMO COMPREENDEM A IMPORTÂNCIA DA EXPERIÊNCIA PARA CLIENTE. CADA MEMBRO ESTÁ EMPENHADO EM OFERECER SERVIÇOS DE ALTA QUALIDADE, PROCURANDO SEMPRE SUPERAR AS EXPECTATIVAS DOS NOSSOS CLIENTES.



O NOSSO COMPROMISSO

NA ANDORINHA BARBERSHOP, A EXCELÊNCIA É A NOSSA PRIORIDADE.

DEDICAMO-NOS A APRIMORAR

CONTINUAMENTE AS NOSSAS COMPETÊNCIAS,

SEGUINDO AS ÚLTIMAS TENDÊNCIAS E

TÉCNICAS DE CORTES DE CABELO E BARBA.

ALÉM DISSO, VALORIZAMOS A TRADIÇÃO DA

BARBEARIA CLÁSSICA, OFERECENDO UM

AMBIENTE AUTÊNTICO E ACONCHEGANTE,

ONDE OS NOSSOS CLIENTES PODEM RELAXAR

E DESFRUTAR DE UM SERVIÇO DE QUALIDADE.



OS NOSSOS VALORES

PAIXÃO PELA ARTE: SOMOS APAIXONADOS PELO QUE FAZEMOS E ACREDITAMOS QUE A BARBEARIA É UMA FORMA DE EXPRESSÃO ARTÍSTICA.

RESPEITO E DEDICAÇÃO: RESPEITAMOS OS NOSSOS CLIENTES E DEDICAMOS TODA A NOSSA ATENÇÃO PARA GARANTIR SATISFAÇÃO.

COMUNIDADE: ESTAMOS COMPROMETIDOS EM CONSTRUIR UMA COMUNIDADE ACOLHEDORA E AMIGÁVEL, ONDE TODOS SÃO BEM-VINDOS A "JUNTAR-SE AO BANDO"



A SIMBOLOGIA DA ANDORINHA

A ANDORINHA, ALÉM DA SUA BELEZA, É CONHECIDA PELA SUA JORNADA ANUAL, MIGRANDO LONGAS DISTÂNCIAS, RETORNANDO SEMPRE AO SEU LUGAR DE ORIGEM. NA ANDORINHA BARBERSHOP, VEMOS A ANDORINHA COMO UM SÍMBOLO DE COMPROMETIMENTO E FIDELIDADE. ASSIM COMO A ANDORINHA RETORNA AO SEU LAR, FAZEMOS VOTOS QUE OS NOSSOS CLIENTES VOLTEM PARA RECEBER O MELHOR DO NOSSO ATENDIMENTO.



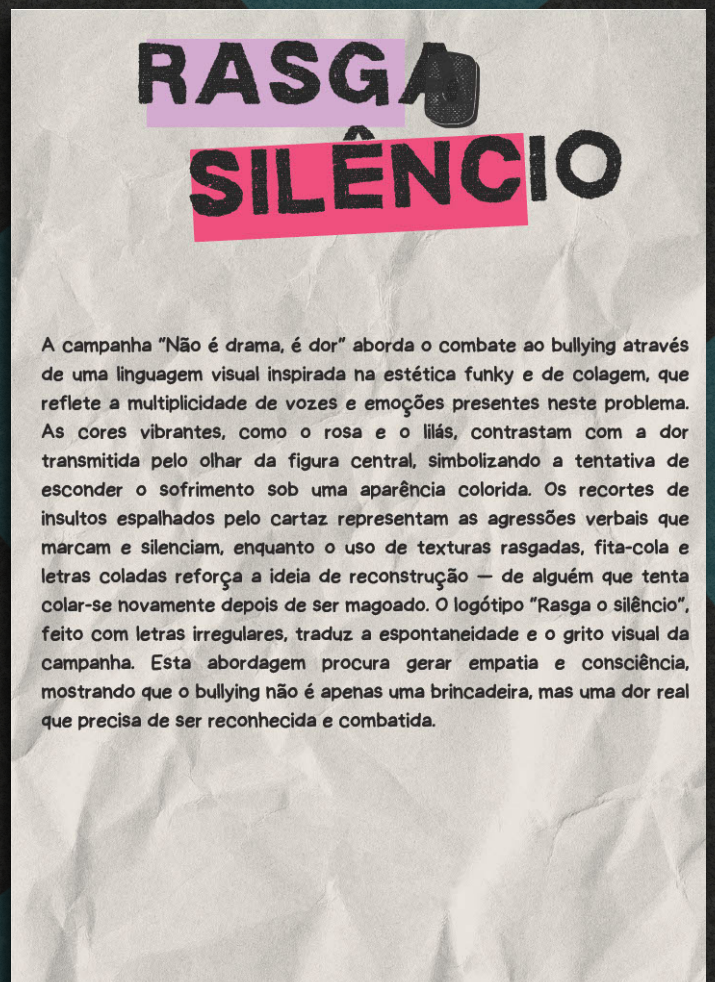
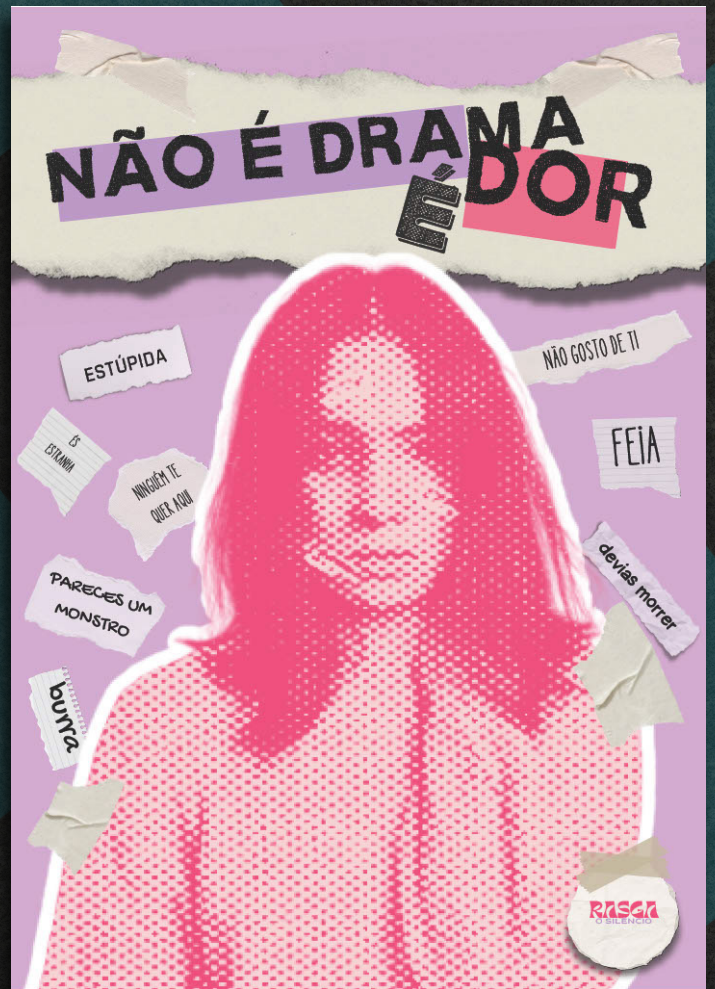
NA ANDORINHA BARBERSHOP, ACREDITAMOS QUE A JORNADA PARA UM VISUAL IMPECÁVEL DEVE SER UMA EXPERIÊNCIA AGRADÁVEL.

JUNTE-SE AO BANDO DE CLIENTES SATISFEITOS E DESCUBRA A DIFERENÇA QUE A PAIXÃO, A HABILIDADE E O COMPROMISSO PODEM FAZER.

ESTAMOS ANSIOSOS PARA RECEBÊ-LO NA NOSSA BARBEARIA!

TOQUE AQUI PARA FAZER UMA MARCAÇÃO:





Have you ever tried any of these techniques? Share your experience in the comments or tag someone who needs this!



TRY THIS MENTAL RESET

Take 3 deep breaths before stepping on the field.
Repeat a reassuring phrase, like *"I've trained for this moment."*

Focus on what you can control: effort, mindset, breathing.



feeling anxious before your event?

SWEATY PALMS

RACING MIND

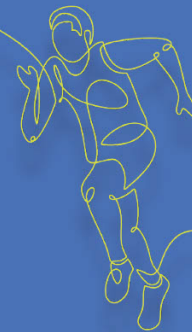
SHALLOW BREATHING

TIGHT CHEST

FORGETTING EVERYTHING YOU'VE TRAINED FOR?



how to handle pressure before competing?



@ariane_me_we_coaching

CATRAIA
DE LIVROS
SEMANA DA LEITURA

20%

PEDRO
CHAGAS FREITAS

é urgente amar



*Por mais infeliz que tenhas sido,
ainda vais a tempo de ser feliz para sempre.*

OFICINA
DO LIVRO




CATRAIA
DE LIVROS
SEMANA DA LEITURA

Nem todos os erros são errados. Foi o que ele lhe disse, as lágrimas de um nas lágrimas do outro, a janela do quarto do hotel aberta, os corpos suados à procura do repouso depois da loucura. É impossível ter-te mas é inaceitável não te ter. Ela limpou com a parte de trás da mão uma das suas lágrimas, depois com a boca as lágrimas dele, o vento a empurrar as cortinas do quarto, alguns segundos do mais doloroso dos silêncios. Destruía a minha vida toda por ti porque sei que sem ti tenho a minha vida toda destruída.



I SMOKED AWAY MY BRAIN

How did you know? It's what I've always wanted Could never have
too many of these **Will you quit kicking me under the table?** I'm
trying (I just live), will somebody make her (I live day by day) shut u
about it? Can we settle down, please? (Fighting demons) I smoked
away my brain, **I think I'm going dumb** Cocaine up on my gums, I think
they're going numb I'm having stomach pains, now I'm throwing up
'Cause I'm a microphone fiend, give me the bass Give me the beat,
now let me lean, tap the vein, let it stream Feel the pain, young
Martin Luther King, with **a dream that one day me and my team**, we
can make it with this we're swagging, making mone
in Manhattan, try to intellect with
indirection **FATH**, it's in my flesh,
it's in my **FINNA FUCK THE**
bitch yo **CK**, I'm
disres
quick
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wha
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thou
leave me
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SPIT CLIP SPIT,
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, **THEY START**
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BEAT

Services

Digital Marketing

- * Social media strategies
- * Content planning
- * Performance analysis

Design

- * Template creation
- * Visual branding
- * Social media design

Social Media

- * Account management
- * Content creation
- * Audience engagement

Content creation

- * Copywriting
- * Post creation
- * Newsletters and articles

Hard Skills

- * Social Media Management
- * Canva
- * Adobe Photoshop
- * Illustrator
- * InDesign
- * Email Marketing (Apollo)

Soft Skills

- * Creativity
- * Communication
- * Organization
- * Leadership
- * Strategic thinking

SKILLS

Education

- Bachelor's degree in Marketing – London School of Design and Marketing (2023 – 2026)
- Graphic Design Course – 35MM Porto (ongoing)

Languages

English – Fluent



French – Intermediate



Spanish – Intermediate



PORTUGUESE – native



Contacts



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