

*"Impossible is just an opinion."*  
Paulo Coelho

Dear Sirs,

I am an experienced professional in the field of digital communication and I develop solutions in visual communication, both for print and for online and offline multimedia.

I am proficient in working with various tools related to Interactive Design, Creative Design, and Web Design. Throughout my career, I have held roles as a designer, layout artist, illustrator, consultant, and project/team manager in various organizations. I have also taught, as a teacher and trainer in all levels, of various public and private education and vocational training institutions. I also have extensive experience in Digital Marketing – including the development, maintenance, and promotion of various digital communication channels, social media, and networking. Occasionally, in after work hours, I am an e-trainer in courses related to Communication, Multimedia, Design, Personal Marketing, and Digital Marketing. Currently, I serve as a Senior Technician in the field of communication at a public health institution, while simultaneously pursuing a PhD in Multimedia in Education at the University of Aveiro. I am currently developing my thesis on “The Potential of ICT in the Development of Communication Skills and in the Training of Health Professionals”.

I am highly interested in this Master's program because it aligns perfectly with my professional goal of advancing in the healthcare field, with a focus on process dematerialization, health literacy, remote communication between healthcare professionals and patients, and the integration of innovative, sustainable, and human-centered technological solutions. Throughout my academic and professional journey, I have been driven by a strong desire to improve systems that serve people, simplifying complexity while maintaining empathy and effectiveness. This program will not only complement my doctoral education but also provide the strategic and technical foundations needed to lead and contribute to future projects in telehealth, digital health transformation, and the responsible integration of emerging technologies such as artificial intelligence. I am eager to grow professionally, and I believe this Master's will be instrumental in shaping the next phase of my career.

I am deeply committed to my work and approach every project with dedication, responsibility, and a strong sense of purpose. I thrive in collaborative environments, communicate effectively, and am known for building trust and positive relationships with colleagues. My strong oral and written communication skills, combined with my adaptability and openness to change, allow me to navigate diverse professional settings with ease. Being originally from South Africa, I am a fluent English speaker and comfortable working in multicultural and international contexts.

My résumé provides a detailed account of my professional experience and personal skills. You may also consult my digital portfolio at:

<https://marleneperes.wixsite.com/marleneperes>  
<http://www.linkedin.com/in/marleneperes>

With my highest consideration,

Yours sincerely,  
Marlene de Oliveira Peres

*Marlene de Oliveira Peres*

*"I only know one freedom and that is the freedom of thought."*  
Antoine de Saint-Exupéry