

Unlocking the Potential of Female Migrants as Entrepreneurs in the Digital Age

Meet Carolina São Marcos, Project Manager



“Be a force for positive growth in your business! Create impact with your business, it's the way to achieve success!”

Carolina São Marcos, Project Manager

- **Which project activities did you participate in and why?**

I participated in the pilot implementation event promoted by Storytellme. It was very interesting to have access to the contents and I particularly liked the approach for a higher participation of women and equal opportunities for leadership in entrepreneurship.

- **What three things did you like most about your experience?**

- I liked the uplifting approach of the session. We need positive and enlightening approaches.
- I liked the resources related to Expert tips for Social Media Marketing, essential in today's world.
- I liked very much the presentation of the examples of online communities (the practical part is very important), I already knew about Mulheres à Obra, but not the others: LEGO Ideas; Beauty Insider Community from Sephora; and Salesforce Trailblazer

What are the three most important characteristics in an migrant entrepreneur?

- Important in all entrepreneurs but central to the migrant: to know their area/market deeply, to be positive, dynamic and flexible.



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