

Fabiane Martins
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Professional Profile

I have extensive experience in building digital strategies, leading and driving projects that deliver data driven solutions to maximize ROI. I've collaborated on numerous projects playing a key role in implementing new website-based technologies, server migration, digital experience re-design, conversion optimization and paid campaigns.

With over 7 years of experience working in the digital field, I've specialised in website management (front-end and back-end), SEO and data analysis. I am also bilingual, speaking fluently in English and Portuguese and I hold a degree in Business Management. Currently, I am studying for a Software Development Diploma.

SKILLS & TOOLS

- Languages: English & Portuguese
- SEO: SEMRush & Reputation.com
- PPC: Google, Bing, Facebook, Ad roll
- Analytics: GA & Hotjar
- Keyword Planner
- CMS: EPiServer, WordPress, Shopify
- CRM: Sugar & Mautic
- Content creation
- Microsoft office
- Coding: HTML, CSS & Javascript

Professional Experience

Digital Marketing Manager

Cells4life: Jan 2020 – July 2020

Key Responsibilities

Analysis of lead generation.
Develop strategies for marketing campaigns.
Manage activities of omnichannel PPC, SEO, website & Social Media.
Website development.
Marketing communication material for shows/exhibition.
Press outreach.

Key Achievements

Increased website CTR by 5%.
Reduced marketing costs by 20%.
Instigated and implemented a new web server system as well as the website customer journey re-design.
Managed the on-board project for new email marketing tools.

SEO/PPC Marketing Specialist

Prezzo Italian Restaurants Chain: Jan 2018 – Jan 2020

Key Responsibilities

Conducting technical SEO audit and A/B test.
Implementing strategy for local SEO.
Keyword research.
Managing PPC Campaigns.
Optimizing copy, video and image for search engines.
Liaising with overseas developers to create/implement CMS new functionalities, briefing and designing the UX/UI.
Working with key stakeholders to determine KPIs to track and report achievements.

Key Achievements

Achieved over £1m in revenue growth YOY in on-line bookings.
Implemented local SEO strategy to over 180+ restaurants, increasing an average of 16% on organic traffic.
Acquired first position on Google search result.
Re-designed the website customer journey, resulting in reduced bounce-rate.
Collaborated on numerous projects with external suppliers and developers.

Senior Content Executive

TalkTalk TV: Sep 2013 – Apr 2017

Key Responsibilities

Liaising with studios and the creative team to ensure that video, photo, meta-data and copy were delivered on schedule.
Managing the content calendar, involving 20-30 studios and cascading the information and deadlines to the team.
Liaising with the development team to minimise issues and ensure that web pages go live on schedule.
Quality control of landing pages, copy and final publication.
Collaborating with the marketing team and external agencies to create campaigns and promo material.

Key Achievements

Was offered a full-time role halfway through six-month internship within the company and was then promoted after one year from content assistant to executive.
Consistently delivered projects before deadline with high attention to detail, which led to over £37K increase in sales.
Used my initiative to carry out the invoice management for the department after company re-structure, resulting in saving the company over £8K in billing errors.

2006 - 2013 Self-employed Nanny - Chelsea

Developed a reputation as one of the leading Nanny in the area, leading to high demand.
Provided childcare to high net worth families, receiving jobs from word of mouth referrals.
Educated infants and young children using innovative child psychology methods.
Supported parents with PA duties, assisting with planning and booking holiday itineraries, managing household and planning daily family needs.

2005 – 2006 Jewellery Store Owner

Designed and deployed business plan to open store in an affluent shopping mall, responsible for managing all operational and strategic functions.
Developed marketing strategies, promotional campaigns and sales techniques.
Successfully negotiated significant cost savings from jewellery suppliers.

2004 - 2005 Store Manager - Petrobras

Specifically selected to manage the opening and ongoing day-to-day operations of the new flagship store, including establishing processes, training employees and producing monthly financial reports.
Increased sales 10% by formulating pricing policies and merchandising activities, determining promotions and authorizing clearance sales.

2002 - 2004 Account Assistant - Petrobras

Promoted from local to regional role due to outstanding performance, resolving account-related issues for over 10 stores.
Provided key accounting management duties, such as account reconciliations, debt management, invoice processing, bookkeeping and systems management.
Regional staff trainer, providing induction, reporting and financial procedural training to new store administrators.

Education & Qualifications

Code Institute	Full Stack Software Development Diploma (2020)
Squared Online	Digital Marketing (2015)
University of Trinity St David	Business Management Degree (2010 – 2013)

Additional Information

Personal Interests: Web development, community event host, reading, cooking, beauty, jewelry making, cycling, personal development.