





Ana Mendes

Personal Info

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Links

[Portfolio](#)

[LinkedIn](#)

Education

- **Materials Engineering
(Bachelor's Degree)**

Federal University of
Lavras
Sep 2015 - Feb 2020

- **Business
Administration
(Diploma)**

University of Victoria
Aug 2021 - Mar 2023

Skills

Adobe Creative Studio

Social CRM tools (ie.
Hubspot)

MS Office

Canva

Web Services (WordPress &
Wix)

Web Applications (HTML &
CSS)

SEO

Google Analytics

Summary

Creative content creator with expertise in social media trends, graphic design, branding, SEO, ads campaigns and crafting compelling copy. Passionate about driving results and connecting brands with their audience through comprehensive digital marketing strategies.

Work Experience

Marketing Coordinator, MeetEdgar - SureSwift Capital, Remote

April 2023 - Present

- Developed creative content and promotional materials based on specific brand or campaign requirements
- Facilitated digital agency relationships, day-to-day-production and campaign scheduling
- Managed websites and social media channels
- Acquired new qualified leads by transforming site traffic through calls-to-action, landing pages tracking links and lead generation content
- Researched market trends to find solutions aligned with goals

Marketing Lead, Renzoku Tech School, Victoria, BC, Canada

September 2022 - March 2023

- Developed marketing strategies to accomplish critical business goals
- Content creation for a variety of channels including editorial sites, blog posts, newsletter, and social media
- Developed and managed ads campaigns
- Planned events
- Analyzed and reported social media and digital marketing results

Social Media and Digital Marketing Manager, PBH Wellness Group, Victoria, BC, Canada

February 2022 - August 2022

- Diversified digital approaches with social media platforms, newsletters and organically-grown marketing channels.
- Expanded social media reach using partnerships on various platforms
- Created and managed paid ads campaigns
- Measured and reported performance of digital marketing campaigns.

Marketing Assistant, Mega Dias Distribuidora Eireli, Divinopolis, Brazil

June 2020 - June 2021

- Designed and managed social media platforms and website
- Design and update online and printed product catalog
- Collaborated and researched market needs and marketing strategies with sales team.

English

Portuguese

Volunteering

Marketing Assistant & Founder, Transforma Júnior

August 2016 - April 2018

- Brand development and management
- Developed compelling content that fed inbound marketing and outbound campaigns.
- Coordinated and tracked digital marketing campaigns using various tools and platforms.

Marketing Director, CAABI Academic Center

April 2016 - March 2017

- Identified, created and executed marketing and branding strategies
- Social media management
- Event planning

Courses

HubSpot Marketing Software, HubSpot

June 2023

Become a User Experience Designer, LinkedIn Learning

February 2023

Digital Marketing Certification, HubSpot

January 2023

Inbound Marketing, RockContent

February 2021

Content Marketing, RockContent

January 2021

Responsive Web Design, freeCodeCamp

March 2019