

# Ana Mendes

Digital Marketing Coordinator

Technical and computer savvy with deep and current mastery of social media trends and practices. Delivers compelling and engaging content to promote organization image and reach company goals.

## Education

2015-08 - 2020-02	<b>Bachelor's Degree: Materials Engineering</b> <i>Federal University of Lavras - Lavras, Brazil</i>
2021-09 - 2023-04	<b>Diploma: Business Administration</b> <i>University of Victoria - Victoria, BC</i>

## Work History

2022-08 - Current	<b>Marketing Coordinator</b> <i>Renzoku Tech School, BC</i> <ul style="list-style-type: none"><li>Evaluated and developed the marketing strategy and the marketing plan;</li><li>Developed marketing content such as promotional materials and advertising for social media;</li><li>Planned events;</li><li>Monitored the company's online social presence and responded appropriately</li><li>Analyzed and reported social media and digital marketing results.</li></ul>
2022-02 - 2022-08	<b>Social Media and Digital Marketing Manager</b> <i>PBH Wellness Group, BC</i> <ul style="list-style-type: none"><li>Developed marketing content such as promotional materials and advertising for social media;</li><li>Maintained the company's social media presence;</li><li>Developing marketing campaigns and paid advertising.</li></ul>
2020-06 - 2021-06	<b>Administrative and Marketing Assistant</b> <i>Mega Dias Distribuidora Eireli, Divinopolis</i> <ul style="list-style-type: none"><li>Managed social media platforms and website;</li><li>Created graphic content for product catalog, website and social media;</li><li>Assisted with data entry and bookkeeping.</li></ul>

## Contact

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## Skills

MS Office	<div><div></div><div></div><div></div><div></div><div></div></div> Excellent
Image Editors (Adobe Creative Suite, CorelDraw and Canva)	<div><div></div><div></div><div></div><div></div><div></div></div> Excellent
Social CRM (Hubspot, Hootsuite)	<div><div></div><div></div><div></div><div></div><div></div></div> Excellent
Web technologies (HTML & CSS)	<div><div></div><div></div><div></div><div></div><div></div></div> Very Good
Web CRM (Wordpress and Wix)	<div><div></div><div></div><div></div><div></div><div></div></div> Excellent
SEO	<div><div></div><div></div><div></div><div></div><div></div></div> Very Good
Data Analytics	<div><div></div><div></div><div></div><div></div><div></div></div> Very Good
Problem-solving skills	

2016-05 -  
2017-15

Marketing Director (Volunteer)

CAABI Academic Center, Lavras, Brazil

- Evaluated and developed the marketing strategy and the marketing plan.
- Overseeing social media marketing strategy and content marketing.
- Content creation.

2016-09 -  
2018-05

Marketing Assistant (Volunteer)

Transforma Júnior, Lavras, Brazil

- Content creation for social media;
- Analysis and identification of potential new products and services;
- Digital Marketing

Certifications

2023-02	Become a User Experience Designer (LinkedIn Learning)
2023-01	Digital Marketing Certification (Hubspot)
2021-02	Inbound Marketing (Rock Content)
2021-01	Content Marketing (Rock Content)
2019-03	Responsive Web Design (freeCodeCamp)