

GIOVANNI MELLO

MARKETING SPECIALIST | DIGITAL & GRAPHIC DESIGNER DRIVING IMPACT THROUGH CREATIVE MARKETING

WORK EXPERIENCE

Marketing Specialist (02/2025 – Present) Midland Appliance — Richmond, BC

Drive brand awareness and enhance Midland's digital presence through strategic marketing initiatives.

Develop and execute multi-channel campaigns, create engaging content for social media, and manage both organic and paid media efforts.

Oversee Midland's online presence, foster community engagement, monitor key performance metrics, and ensure brand consistency across digital platforms.

Maintain website integrity, optimize user experience, and align branding with annual marketing strategies.

Area Marketing Coordinator (09/2022 - 02/2025) Axis Communications — Vancouver, BC

Executed marketing campaigns and regional initiatives supporting business development across Western Canada.

Coordinated events, trade shows, Axis Academy sessions, and partner co-marketing efforts.

Managed logistics and branding for the Axis Experience Center, improving partner engagement.

Strengthened distributor and partner relationships through tailored marketing activities.

Senior Marketing Coordinator (04/2017 – 05/2021) Predl Systems North America — Burnaby, BC

Developed and executed long-term marketing strategies aligned with business goals.

Managed all in-house branding, graphic, and digital design, including print collateral and web content.

Built and maintained company website; traveled for on-site photography and video content.

Coordinated trade show logistics and developed targeted marketing assets for events.

Multimedia Designer (08/2014 - 07/2016) Orion Integração — São Paulo, Brazil

Designed digital marketing assets including websites, banners, email campaigns, and social media content.

Maintained consistent brand visuals across platforms while enhancing user experience.

Graphic & Web Designer (01/2014 - 08/2014) Casa Print — São Paulo, Brazil

Created promotional materials for print and web, including logos, product graphics, and layouts.

Supported the company's e-commerce marketing initiatives.

Frontend Developer (07/2013 - 12/2013) W51 Informática e Marketing — São Paulo, Brazil

Developed website front-ends using HTML/CSS, ensuring usability and browser compatibility.

Junior Designer (01/2011 - 12/2013) Design Connection — São Paulo, Brazil

Assisted in web development, marketing collateral design, and presentation creation.

PROFESSIONAL SUMMARY

Creative and results-driven marketing professional with 10+ years of experience in graphic design, digital marketing, event coordination, and web development. Skilled at leading integrated marketing initiatives, producing engaging content, and managing cross-functional campaigns that drive brand growth. Known for transforming ideas into compelling visuals and strategies, with a strong background in both in-house and agency environments.

CORE SKILLS

Digital & Print Design (Adobe Creative Suite)

Web Development (WordPress, HTML/CSS)

Marketing Automation (HubSpot, Mailchimp, Salesforce)

Event & Trade Show Marketing

Social Media Strategy & Content Creation

Photography & Video Editing

Project Management (Asana, Monday.com)

EDUCATION

Bachelor's Degree – Digital Design
Universidade Anhembi Morumbi,
São Paulo, Brazil | 2006 – 2010

Certificate – Web Publisher Editor
Senac
São Paulo, Brazil | 2005

Diploma – Computer Science
Colégio Anchieta
São Paulo, Brazil | 2002 – 2005

CERTIFICATIONS

Axis Certified Professional
Axis Communications

Standard First Aid with CPR-C/AED
St. John Ambulance BC/Yukon

Serving It Right
Government of British Columbia

LANGUAGES

English (Fluent)

Portuguese (Native)

Spanish (Basic)