

ISABELA ALCANTARA

MARKETING SPECIALIST

Bulimba, QLD 4171

0450 978 732

isabela.iar01@gmail.com

Visa: Permanent Residency

PROFESSIONAL SUMMARY

Marketing professional with more than six years of experience in the B2B segment, I have worked across diverse industries, including environmental consulting, SaaS, pharmaceutical and real estate. Alongside my marketing expertise, I also bring over three years of event management experience, enabling me to create engaging and impactful experiences for customers and stakeholders alike. I am deeply passionate about continuous learning, always seeking out new insights, tools, and strategies to stay ahead of the curve. With a collaborative mindset and a commitment to excellence, I am dedicated to delivering outstanding marketing solutions.

WORK EXPERIENCE

NGH Consulting
June 2023 - June 2024

Marketing Specialist

Website and Social Media:

- Develop new landing pages, including blogs, while implementing SEO principles for optimal visibility.
- Manage social media calendar and channels, primarily on LinkedIn, including creating visuals.
- Collaborate with technical team to develop impactful content and campaign materials.

Marketing Assets and Systems:

- Manage digital assets such as team photographs, brand imagery, and logos.
- Develop diverse marketing, communications, and business materials in alignment with unified brand guidelines.
- Manage a professional suite of sales enablement materials, including enterprise slide decks, capability statements, and case studies.
- Oversee and govern digital marketing subscriptions (e.g., Filecamp, Canva, Xink).

Sponsorships, Events, and Industry Partnerships:

- Administer conference calendar, tracking releases and key dates.
- Coordinate and track submissions with the technical team.
- Manage sponsorship and event logistics.

MYP Corporation
September 2021 - June 2023

Marketing Coordinator

Content:

- Develop and create content for the social media channels (Facebook and LinkedIn)
- Collaborated with the Client Services, Product and Sales teams to create compelling website content that resonates with MYP's target audience.
- Developed thought leadership content, including white papers and case studies, to establish MYP as a leader in the NDIS and education industry.

Design & Collateral Materials:

- Developed marketing collateral, including banners, letterhead, and internal materials, that align with brand guideline.

SEM & SEO:

- Responsible for managing and optimising SEM campaigns, resulting in increased website traffic and lead generation.
- Conducted regular website audits to identify technical SEO issues and implemented necessary fixes to improve website performance and search engine rankings.

Events & Conferences:

- Planned and executed the MYP Conference, a major industry event that brought together 200 NDIS professionals to learn about the latest trends and best practices.

Internal Communications:

- Assisted the Corporate team with internal communications, including company-wide emails, announcements, and events.

BCP Media - Labels and Ribbons

March 2021 - October 2021

Marketing Coordinator

E-commerce Website Development:

- Collaborated with UX and Web Development agency to create the e-commerce website for BCP Media, featuring over 200 products.
- Developed engaging and informative EDM newsletters, and regularly updated the website to ensure relevant and engaging content.

SEM & SEO:

- Manage and optimised Google Ads and Facebook Ads campaigns, resulting in increased website traffic and higher conversion rates.
- Liase with copywriter to create website content to adheres SEO best practices.

Brisbane Festival

May - October 2019
(Contract)

Office Administrator

- Acted as the primary point of contact between the administration team and venue, ensuring timely delivery of services and addressing any issues that arose.
- Provided support to the CEO and secretaries, ensuring IT systems were operational on-site, and equipment was fully functional.
- Collaborated with artists, management, production, and operations to ensure seamless communication and coordination before performances.
- Demonstrated a high sense of urgency and adaptability in ensuring the facilities were prepared for events, anticipating and addressing issues as they arose.
- Supporting ticketing services team, welcome kits, and new employee onboarding programs with a focus on providing an exceptional guest experience.

The Planting Festival - Woodfordia Inc.

(Contract)
March - May 2019

Producer - Workshops Manager

Artist Facilitators and Volunteer Management:

- Liaising with the programming team to identify the onsite operations requirements of Artist Facilitators.
- Sourcing and purchasing general materials for festival-run workshops and for the precinct.
- Building a volunteer team of 17 volunteers and putting together an information pack and roster for the festival period.

Logistics Management:

- Coordinating with the Site Art and Decor Manager regarding the decor and design of the site and functionality of space, office, and registrations tent.
- Organise supplies and equipment needed for workshops.
- Creating venue maps and overseeing precinct logistics in collaboration with the Arts Producer.

Administrative Tasks:

- Managing pre-festival administration tasks such as accounting, transferring online booking data to booking sheets, updating rosters, artist, and volunteer information.

Woodford Folk Festival - Woodfordia Inc.
(Contract)

May 2018 - January 2019

Producer - Volunteers Management

- Screened 4,000 applications and allocated volunteers to 162 different festival departments, based on their skills and preferences.
- Analysed volunteer demand for each department, identifying the profiles sought by each team.
- Acted as the primary point of contact for volunteers, handling inquiries via email, phone, and social media (community management).
- Developed an online booklet guide, using InDesign and Photoshop, to provide essential information about the festival to volunteers.
- Updated position descriptions in the database and monitored the registration platform to ensure accuracy and efficiency.

One Woman Project
April - October 2018

Event Coordinator

- Designed and developed the event schedule for the Brisbane Feminist Festival 2018, prioritising marginalised voices and incorporating intersectional views in the panels, main workshops, and speeches.
- Coordinated and supervised the Festival's market stands, speakers, panel members, and volunteers to ensure seamless execution.
- Led the Conference team, comprising six members, to ensure smooth coordination and execution of the event.
- Managed the budget for the event, ensuring financial stability and adherence to budgetary constraints.

Lopes Real Estate
July 2015 to July 2016
Sao Paulo, Brazil

Digital Marketing Assistant

- Managed SEM campaigns and conducted on and off-page SEO.
- Collaborated with the graphic designer to create engaging offline and online marketing materials, including video scripts.
- Managed paid acquisition channels at the national level to generate qualified leads for the sales team.
- Monitored ROI and conducted data analysis to improve digital marketing strategies across all channels.
- Managed budget and payment processes using the SAP system.

Elanco Animal Health
October 2013 to July 2015
Sao Paulo, Brazil

Trade Marketing Trainee

- Coordinate lectures, symposiums, workshops, and other B2B events for the business unit.
- Support the planning of promotional campaigns and the development of promotional materials.
- Liaise advertising agencies to develop campaigns and materials.
- Managed the approval process for promotional materials and used the SAP system for payment processes and financial aspects.
- Supported the analysis of brand plans' KPIs.
- Monthly budget management and control.
- Support the sales and technical teams in processes, promotional material approval, and events.
- Liase with the Procurement, Finance, Legal, and Compliance areas.

EDUCATION

SheCodes
June 2024

SheCodes Basic (HTML, CSS, JavaScript, VSCode)

Miami AdSchool
June to October 2022

Strategic Planning

Digital House Brazil
2020-2021

Certificate in Digital Marketing

TAFE Queensland
2017 - 2018

Diploma of Event Management

Faculdades Metropolitanas
Unidas (UniFMU)
2011-2015

Bachelor of Business

TECHNICAL SKILLS

- Wordpress
- Google Analytics
- Google Search Console
- Google Tag Manager
- Google Ads
- Google Data Studio
- FB Business Manager
- Excel
- Hootsuite
- SEMRush
- Ubersuggest
- SEO Quake
- Screaming Frog
- MailChimp