

SUMMARY

Marketing professional with over 10 years of experience in digital campaigns, corporate event coordination, and portfolio management. Proven track record in leading large-scale projects for major companies in the Automotive, Healthcare, and Consumer Goods industries, delivering impactful marketing strategies and brand development. Fluent in **English** and **French**, with a proven ability to navigate diverse markets and communicate effectively with international teams and clients. **Open to relocation** and ready to embrace new opportunities to contribute to organizational success and further develop my professional journey.

PROFESSIONAL SKILLS

- Social Media Marketing
- Product Promotion
- Digital Marketing
- Digital Advertising
- Marketing Strategy
- Content Strategy
- Marketing Management
- Event Planning
- B2B/B2C
- Paid Social Media
- Market and Competitor Research
- Market Planning
- Search Engine Optimization (SEO)
- Email Marketing
- Market Analysis
- Google ADS

WORK EXPERIENCE

Marketing Coordinator  
Solabia Group

Jan 2024 - Dec 2024  
Curitiba, Brazil

- Head of Marketing Department, with a focus on trade marketing strategies, branding, communication, and special projects;
- Built and structured the marketing department from the ground up, assembling a skilled team to drive the company’s growth;
- Designed and executed multi-channel campaigns to enhance brand visibility and boost sales;
- Managed the company’s social media presence (Instagram, LinkedIn, and Google Shopping), ensuring consistent communication aligned with brand strategy;
- Planned and coordinated trade shows and corporate events, increasing brand visibility and generating qualified leads;
- Analyzed campaign performance using Google Analytics, implementing improvements to maximize ROI.
- Key Achievements:
- Increased brand engagement and visibility by **75%** through innovative digital and communication strategies;
- Successfully established the marketing department, creating a well-structured and skilled team to support the company’s growth objectives;
- Achieved significant growth in lead generation and strengthened the brand’s digital presence.

Marketing Account Manager  
Groupe Gabriel

Oct 2021 - Jan 2023  
Montreal, Quebec

- Managed an annual budget of approximately \$84,000, ensuring optimal allocation of resources to achieve marketing objectives;
- Developed and executed tailored digital marketing strategies for Harley Davidson and BMW Motorrad, aligning with global brand guidelines and local market needs;
- Implemented SEO campaigns and optimized website content to enhance online visibility, increase web traffic, and attract a larger customer base;
- Negotiated with suppliers, oversaw contract management, and prepared detailed performance reports to support decision-making and ensure transparency;
- Collaborated closely with sales teams to integrate marketing campaigns, creating synergies that maximized lead conversion and overall results;
- Led cross-functional efforts to design impactful campaigns, combining creativity with data-driven insights to achieve measurable outcomes;
- Key Achievements:
- Boosted sales of new vehicles by **20%** and achieved significant growth in used vehicle sales and service revenues;
- Expanded the brand’s online presence, resulting in **higher engagement** rates and increased customer loyalty;

### Data Entry Clerk

Fundstream

Feb 2021 - Sep 2021

Montreal, Quebec

- Performed data entry functions in accordance with established policies and procedures.
- Verified data entered into the database against source documents.
- Utilized advanced data-entry skills to process and maintain [number] records per day with 99% accuracy.

### Market Intelligence Analyst

Simões Group

Apr 2017 - Dec 2019

Manaus, Amazonas

- Generated strategic information for the company, analyzed data for market trends and patterns, analyzed and classified client and survey data, conducted market research for buyer behavior insights and market dynamics;
- Led marketing strategies within the automotive segment, ensuring alignment with global guidelines and maintaining brand consistency;
- Conducted in-depth market research and consumer behavior analysis to identify opportunities and inform strategic decision-making;
- Prepared daily and weekly reports with actionable insights, providing leadership with a clear understanding of market trends and performance metrics;
- Collaborated closely with sales and marketing teams to translate data insights into practical actions, driving the success of marketing campaigns;
- Key Achievements:
- Played a pivotal role in the creation of the Marketing Department and the management of social media channels, which significantly increased new vehicle sales;
- Contributed to substantial growth in pre-owned vehicle sales and service revenue through strategic campaigns and targeted initiatives;
- Established data-driven processes that enhanced collaboration between departments and improved campaign effectiveness.

### Warehouse Analyst

Simões Group

Sep 2014 - Mar 2017

Manaus, Amazonas

- Monitored sales volume, prepared purchase orders, contacted suppliers, managed the quantity of products, aiming to have a healthy stock;
- Performed inventory controls, faults, failures and accuracy, corrected divergences of material through stock adjustments and analyzed nonconformities;
- Audited existing warehouse processes, procedures, and policies for compliance with established standards;
- Supported in management meetings, with presentations and analytical follow-ups with the manager and board;
- Key achievement:
- Participated in and managed the creation of the 5S Method that created a culture of efficiency and organizational capacity in the company.

### Production Control Planner

Leopold Kostal GmbH & Co. KG

Feb 2012 - Aug 2014

Manaus, Amazonas

- Ensured that materials and equipment were available when needed and that everything ran smoothly, planned, scheduled and monitored production activities (used resources in the right things and priorities);
- Planned equipment, material and manpower requirements to meet production schedule;
- Tracked material shortages and provided immediate resolution;
- Coordinated with other departments to ensure that all materials were available as needed for production.
- Created and maintained detailed reports on production activities for management review.
- Key achievement: Won the award for Best Presenter and my team also won the award for best project at PRC+QY which is an event promoted by Yamaha Motors with the aim of promoting improvement in QCDM (Quality, Costs, Delivery and Management), and integration of the supplier with Yamaha.

## EDUCATION

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### Associate of Applied Business: Business Management

Toronto School of Management, Toronto

Dec 2022