

LIDIANE MENDES

About

Marketing Management graduated student from BCIT (focused on Digital Marketing), with international experience in the marketing area/customer service and a Bachelor degree in Advertising and Marketing Communications. Passionate about communication, customer engagement and behaviour, technology and photography.

Career Interest

Seeking a full-time position in Digital Marketing area, in a reputable company with a progressive, forward thinking, and collaborative work environment, where I can apply my knowledge and skills acquired through years of work and educational experience, and similarly, to collaborate effectively in the development and growth of the company with my performance.

Professional Experience

Retail Merchandiser

The Home Depot (Retail)

Vancouver / Canada - April 2016 (Present)

- » Merchandise and maintain various product sets in The Home Depot retail environment to enhance the customer experience
- » Ensure set compliance with the planogram and that the bay meets all merchandising standards; which include daily price changes and On Hand Maintenance
- » Transform determined store's areas according to the seasonal plan

Strategic Planner

Touch Publicidade (Marketing Agency)

Mozambique - January 2014 / July 2014

- » Quality control of the jobs done by the agency for clients like "Vale Mining Company"
- » Created and developed guerrilla marketing campaigns, annual communications plannings and special campaigns for different clients
- » Monitored the creative and media departments to ensure deadlines and productivity and also helped the internal organization of the agency

(Continue)

Contact

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Skills & List of Tools

- > Hootsuite (Certified)
- > Google Analytics, Google Adwords
- > Facebook Ads and Insights
- > Instagram Insights
- > Twitter analytics
- > Wordpress
- > MailChimp
- > HTML and CSS basic
- > Photoshop and Lightroom
- > Movie editor
- > Windows Office

Education

Marketing Management Communications Certificate

BCIT - Vancouver - Canada

September 2015 - April 2017

> **Relevant coursework:** Social Media Marketing, Social Media for Business, Brand Innovation and Development, Digital and Direct Marketing, Strategic Online Marketing, Promotional Strategies, Principles of Management.

Digital Marketing

São Paulo Digital School - Brazil

August 2014

> **Relevant coursework:** Online Consumer Behavior, SEO, Introduction to Web Project Creation and Management, IMC, Online Media Planning, Metrics and Optimizations for Social Media, Mobile Marketing.

Advertising and Communications Bachelor's Degree

UFMT - Federal University of Mato Grosso - Brazil. 2005/2009

> **Relevant coursework:** Advertising strategy, Advertising photography and edition, Media planning and buying, Consumer Behaviour, Social Media Communication, Mass Media Communication.

Social Media Marketing (Contract)

Brandia Central (Marketing Agency)

Mozambique - April 2013 / October 2013

- » Monitored the social networks of clients like Vodacom (Vodafone)
- » Created and produced a weekly reports with the performance on those social networks
- » Distribution of advertising campaigns
- » Media planning and buying

Marketing Management (Contract)

Imobiliaria X (Real Estate)

Mozambique - March 2011 / October 2011

- » Developed and implemented Marketing and Sales training for the Sales Department
- » Planned and executed the company's brand repositioning
- » Worked daily with advertising campaigns plannings and execution (online and offline), showing news projects or good opportunities/promotions for customers
- » Development and implementation of a customer satisfaction survey and relationship with the company through social networks

Marketing Manager

Maputo Shopping Centre (Shopping Mall)

Mozambique - November 2009 / January 2011

- » Performed the communication between the management of the mall, stores and customers
- » Media planning, creation and development of promotional, events and marketing campaigns
- » Created and performed the first contest sales promotion campaign

Account Assistant / Traffic

Casa D'Ideias (Marketing Agency)

Brazil - April 2009 / October 2009

- » Account for the clients City Lar, Phidias and Famato
- » Coordinated the input and output jobs in order to organize the workflow within the agency
- » Preparation of briefings, Invoices, and monitored the work/media productions made by subcontractors