

Mariana Ferreira

London, UK | mariana.amfr@gmail.com

Profile

I am a highly flexible and extremely versatile worker, based in London.

I have had a varied career in the fields of Marketing, Comms and, more recently, Events.

My strengths are in project management, learning and using new tools and in coordinating teams to give their best and complete great projects.

Employment History

Events Manager (Europe)

July 2019 - Present

- Leader of a team of two, budgeting, planning and executing events in five markets across Europe for audiences of up to 1,000 people
- Project managing the event from inception to execution, including content creation and curation, speaker relations, budgeting, logistics and assisting with direction on the day
- Switched all events to virtual, conducting all the research on the best online tools and websites to make sure the events kept happening throughout the pandemic
- Active involvement in Comms Plan and Content Creation
- Project manage and execute incentive trips

Marketing Coordinator

August 2018 - July 2019

- Creating, briefing in and executing comms plans for product launches, events and promotions
 - Managing marketing materials (print, online and social) for all European markets - from deciding which formats were necessary to briefing in, proofing and coordinating with printing supplier
 - Writing content for our blog, Facebook, Instagram pages and printed materials
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