

CAREER SUMMARY

- 9+ years of experience in Digital Marketing, Project Management, and Sales for the Educational Industry
 - 3+ years of experience working in Marketing for Higher Education in Canada
 - Bachelor's Degree in Business Administration and post-graduated in Project Management
 - Over 3 years' experience managing staff and vendors
 - Experience managing projects over CAD\$ 2,000,000
 - Advanced Microsoft Office skills, such as Excel and PowerPoint presentation
 - Data-driven and tech-savvy
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PROFESSIONAL EXPERIENCE

George Brown College

Oct 2018 – Now

Digital Engagement Coordinator

- Evolve and execute a lifecycle and engagement marketing strategy that will maximize alumni engagement and lifetime value.
- Manage email campaigns on the Salesforce Marketing Cloud platform, including setup, testing, deployment, and reporting.
- Create, measure and optimize campaigns through A/B testing, segmentation, and personalization.
- Work with other digital marketing teams to develop cross-channel communication strategy.
- Evaluate and advise on the use of new technologies, benchmarking trends, and best practices to stay current with digital marketing.
- Oversee and execute social media campaigns of varying size and complexity to support business objectives.

Vretta

Jun 2018 – Oct 2018

Project Coordinator

- Planned and tracked projects to build e-learning courses.
- Worked closely with the Leads to ensure the highest level of inner team communication and coordination.
- Managed a team of 17 people, which 5 were working remotely from another continent.
- Provided regular updates and status reports on the state of the current issues and bugs.

George Brown College

Aug 2017 – May 2018

Alumni Digital Engagement Support

- Created integrated campaigns on the Salesforce Marketing Cloud platform, including setup, testing, deployment.
- Analyzed the results and brought insights to improve upcoming communication.
- Implemented the Dynamic Content based on the user's behavior.
- Built emails and Cloud Pages using HTML, CSS, and JS.
- Achieved the highest Click Through Open Rate to date, increasing it from 3% to 10%.

ACT Institute

Feb 2017 – July 2017

Digital Marketing Manager

- Collaborated with marketing analytics specialists to gather metrics, report on trends, and develop formal digital marketing plans based on such insights.
- Worked with internal Creative team and vendors to develop a consistent look and feel, setting standards for design in conjunction with other marketing communication mediums.
- Created project timeline and resourcing plans for digital and cross-functional campaigns.
- Analyzed digital campaign performance using Salesforce, identifying strengths and weaknesses of various digital executions.

Resultados Digitais

Feb 2016 - Dec 2016

Account Manager

- Experience with Inside Sales.
- Working with high-transaction sales (high volume deals).
- Expertise on forecasting and pipeline management in short/medium lifecycle deals.
- Specialist in digital marketing strategy for the Education Industry.
- Increased the company's income in over CAD\$200,000 within 11 months.
- Created more than 70 inbound projects for different businesses.

DOT digital group

Sept 2010-Jun 2015

Project Coordinator

- Managed teams of designers, developers (front end/back end), and vendors.
- Delivered on time and within budget projects for Android and iOS applications, e-learning courses, websites, gamification and social platforms.
- Managed a project with a budget over CAD\$2,000,000.

PALOMA OLIVEIRA

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- Coordinated events for more than 3 years, developing the entire marketing strategy.
- Achieved 100% of the event registration goal for 3 consecutive years - 5,000 new participants registered in an annual event.
- Provided all the logistics for bringing event contest winners to a business trip in the Silicon Valley (USA).

EDUCATION

1. George Brown College – *Web Design Certificate* – in progress.
2. Salesforce Marketing Cloud Email Specialist – Certified in Aug 2019
3. George Brown College - *Project Management Certificate* - Graduated in August 2017
4. Universidade do Estado de Santa Catarina - *Bachelor of Business Administration* - 4 years' degree - Graduated in August 2013

LANGUAGES

Portuguese – Native Speaker

TOOLS

G-suite	Google Analytics	HubSpot	Liquid Planner
Microsoft Office	Slack	MailChimp	Salesforce CRM
Office 365	Skype	CASL	Airtable
Photoshop	Mattermost	Raiser's Edge	Gantter
HTML/ CSS	Salesforce Marketing Cloud	Trello	Asana
Bootstrap	RD Station	Jira	Pipeline