

# Adriana Calvo-Matos

## Digital Marketer

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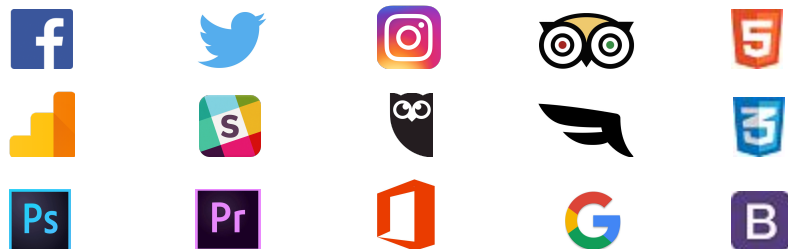
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[Email](#)  
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[Portfolio](#)

My approach to **Digital Marketing**:  
*Build a brand voice. Engage a community. Track KPIs.*

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### Skills



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### Experience

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#### Digital Marketing Consultant / Digital Main Street, Communitech

SEPT 2020 - PRESENT

- **Explain** complex marketing concepts to businesses and break down robust digital strategies into smaller actionable steps
- Cater to **local businesses** with limited budget and knowledge about best marketing practices particularly while facing new covid-19 regulations
- **Learn** new programs such as Adobe XD for UX/UI Design and Shopify e-commerce platform to better serve clients with current technologies
- Excellent written, phone and presentation **communication** skills

#### Social Media Specialist / Banff and Lake Louise Tourism

MAY 2018 - DEC 2019

- Engaged with community of 500k fans and **1M reach** in the brand voice
- **Independently** captured content and live streams on-the-fly at events
- Populated monthly content calendar with copy and **UGC** assets
- Monitored **brand sentiment** and acted as the first point of contact when replying to any negative visitor comments online professionally
- Participated in weekly **collaborative** meetings with Visitor Experience and Consumer Marketing teams to unify strategies
- Presented performance analysis reports using **non-technical language** for team members across departments

#### Municipal Planning Commissioner / Town of Banff

NOV 2018 - 2019

- **Sample Agenda** - February 2019
- Reviewed and made **decisions** on development applications and advised town council on amendments to the Land Use Bylaw
- Learned **new terminology** from the Banff Community Plan, Incorporation Agreement, Land Use Bylaw and Municipal Government Act
- **Actively listened** to presentations by applicants and town council to voice feedback and questioning in a public setting
- Excellent **analytical** skills when evaluating the facts, potential outcomes, and **stakeholder** interests to reach a decision removed from personal bias

## Digital Marketer / Freelance

JAN 2015 - MAY 2018, REMOTE

- Wrote 300-1000 word articles according to [SEO](#) best practices
- Daily use of task [management tools](#) Asana, Slack, Zoom, and Google Teams
- [Grew](#) social media channels by aligning content with branding, improving copywriting, working with influencers, and running paid social
- Excellent time management of tight deadlines for [multiple projects](#)
- Acquired, negotiated [contracts](#) and set expectations with new clients
- Proficient in [Microsoft Office](#) and Google Suite
- [Remotely](#) collaborated with teams across Europe and South America to create content, organize activations, and delegate tasks

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## Education

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### McMaster University / Honours Bachelor of Life Sciences

SEPT 2013 - APR 2018, CANADA

### Université Jean Moulin Lyon III / French Language, Marketing

SEPT 2016 - DEC 2016, FRANCE

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## Certificates

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### Google Ads Search / Google

JUNE 2020

### Google Ads Display / Google

MAY 2020

### Marketing Analytics / Darden School of Business via Coursera

MAY 2020

### Google Analytics IQ / Google

APR 2020

### Front-End Web Developer / LinkedIn Learning

APR 2020

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## Languages

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English / Native

Spanish / Advanced

French / Conversational

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## Interests

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Mountain Sports / Snowboarding, hiking, climbing

Computer Science / Currently learning C and Python

Travel / Spent winter 2020 in Andorra