

BIANCA GURGEL

• Digital Marketing Specialist •

ABOUT ME

I am passionate about crafting creative marketing strategies that help purpose-driven brands connect with their target audience online.

With a multidisciplinary background in digital media and project management, I look forward to a challenging position that enables me to grow along with the company.

EDUCATION

2017 - 2018 • Douglas College (New Westminster)
Post-degree Diploma in Project Management.

2016 - 2017 • Douglas College (New Westminster)
Post-degree Diploma in Marketing.

2012 - 2016 • Federal University of Ceara (Brazil)
Bachelor of Arts in Digital Media.

EXPERIENCE

Apr 2021 Present Digital Marketing & Creative Manager @ FSHDesign

- Lead digital marketing campaign planning, creative direction, execution, monitoring and optimization for client brands.
- Evaluate all digital channels including search (SEO/SEM), social, and e-mail to meet campaign objectives.
- Contribute to the creative design and strategy for projects including UI/UX design, graphic design, branding, photoshoots and post-production.
- Oversee all aspects of the digital marketing department including SEO, e-mail, social media, and PPC campaigns.
- Plan and execute all clients' paid social media campaigns (Facebook Ads).
- Interface with clients for prospective sales, presentations, and project meetings.
- Provide campaign reporting and analysis, highlighting successes and recommendations on a monthly basis.

Jan 2020 Mar 2020 Marketing Manager @ Compass Group Canada (Simon Fraser University)

- Developed and implemented a comprehensive marketing plan for over 6 culinary brands on-campus.
- Planned and executed social media strategies to engage the student community and deliver on units' marketing goals.
- Actively collaborated with unit managers to ensure effective marketing execution.
- Designed print and digital communications assets to support marketing goals.

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EXPERIENCE

Dec 2018 Content Marketing Coordinator @ Steve Nash Fitness Clubs

- Dec 2019**
- Planned and executed the brand's inbound content marketing strategy to optimize lead generation and boost customer loyalty.
 - Strategically planned and produced social content to support marketing and SEO goals.
 - Developed e-mail marketing strategies to optimize online conversion.
 - Tracked and reported on content and social media marketing KPI's.
 - Worked collaboratively with a cross-functional team to manage content project workflows.

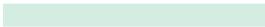
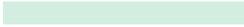
Feb 2018 Casual Marketing Administrator @ Sodexo Canada

- Jan 2020**
- Designed marketing materials to support food services initiatives at different hospitals.
 - Creatively developed design solutions that aimed to optimize point-of-sale conversion, customer satisfaction and loyalty.
 - Strategically contributed to the management and planning of the company's Loyalty Marketing Program, the AppCard.

Oct 2017 Social Media & Design Student Assistant @ Douglas College

- Dec 2018**
- Designed print & digital marketing materials to promote student engagement initiatives.
 - Actively contributed to the department's social media calendar and content strategy.
 - Supported student engagement events on and off-campus with photography coverage.

TECHNICAL SKILLS

Adobe Suite	
Facebook Ads	
MailChimp	
Video Editing	

CERTIFICATIONS



PORTFOLIO

Please visit www.biancagurgel.com to view some of my latest projects.