

Bianca Gurgel

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Content Marketing Strategist

Strategic and creative digital marketer, crafting compelling content-driven campaigns that amplify brand awareness and drive audience engagement. Skilled in bridging teams, leading content workflows, and leveraging data to deliver impactful marketing strategies that align with business goals and fuel long-term growth.

Core Competencies

Organic Growth | Social Media Strategy | Social Media Management | Content Creation & Curation | Project Management | Creative Direction | Social Media Optimization | Analytics & Reporting | Community Engagement Data-Driven Decision Making | Cross-Functional Collaboration | Brand & Reputation Management

Technical Skills

Google Analytics | Sprout Social | Adobe Creative Suite | Meta Business Suite | LinkedIn Campaign Manager
Wordpress | HubSpot | CapCut | MailChimp | SEMrush | Shutterstock | Asana | Canva | Slack
Lumen5 | Writesonic | ChatGPT | Adobe Firefly

Experience

BENEVITY, Remote

September 2023 - December 2024

Social Media Lead

Owned a multi-channel B2B SaaS social media strategy from end-to-end including planning, content creation, audience engagement, and reporting to enhance brand reputation, drive awareness, engagement, and growth.

- Led the social media campaign for Benevity Live!, the company's flagship conference, driving a 125% increase in engagement rate, 85% website traffic growth, and 32% boost in brand mentions compared to the previous year.
- Developed Benevity's first comprehensive social media strategy resulting in a 55% increase in link clicks, 41% growth in video views, 202% engagement increase, and 12% boost in demo requests from social.
- Streamlined collaboration with enterprise-wide teams, reducing the social media content creation timeline from six to two weeks enhancing alignment and efficiency.
- Improved the employee advocacy content sharing process and supported executive leadership accounts, enhancing brand visibility and driving a 23% year-over-year increase in organic impressions.

UNIVERSITY OF BRITISH COLUMBIA, Vancouver, BC

August 2022 - September 2023

Social Media Manager

Led organic and paid social media campaigns for UBC Sauder School of Business delivering engaging content tailored to captivate and grow a student audience while supporting different business units' initiatives.

- Led organic and paid social campaigns, creating tailored content that boosted referred website traffic by 663% MoM and drove a 6.4% monthly engagement rate growth.
- Managed social media campaigns end-to-end, including briefing, budgeting, and approvals, ensuring seamless delivery of goal-oriented content.
- Designed ROI-focused dashboards to analyze performance, uncover opportunities, and enhance cross-channel campaign effectiveness.
- Mentored a team of three, providing training and feedback to ensure high-quality content and foster professional growth.

FSHDESIGN GLOBAL AGENCY, Remote

April 2021 - June 2022

Digital Marketing Manager

Led integrated digital marketing campaigns across SEO, advertising, social, content and e-mail marketing for B2B and B2C clients across a variety of industries, overseeing planning, execution, monitoring, and optimization.

- Managed the digital marketing department, delegating tasks and overseeing campaign execution to ensure timely project deliverables and continuous campaign optimization.
- Provided detailed campaign reporting and insights to clients, presenting successes and strategic recommendations during briefing and reporting meetings, strengthening client trust and growth.
- Executed a LinkedIn strategy for a B2B technology client, driving a 34% increase in reach, 56% audience growth, and a 7% boost in lead generation.
- Drove a 145% increase in user sign-ups and nearly 1 million monthly Facebook visitors for an eSports platform through a combination of organic content, social advertising and influencer partnerships.

COMPASS GROUP CANADA, Burnaby, BC

December 2019 - April 2020

Marketing Manager

Developed and implemented a comprehensive marketing strategy for six culinary brands at Simon Fraser University, driving brand visibility and engagement.

- Created and implemented a comprehensive marketing strategy for six culinary brands on campus, resulting in a 165% increase in social engagements and a 212% boost in reach MoM.
- Led social media and web content campaigns that doubled the brand's social following in three months, significantly enhancing customer engagement.
- Designed compelling digital and point of sale marketing assets to maintain cohesive branding and drive customer acquisition.

STEVE NASH FITNESS CLUBS, Richmond, BC

July 2018 - December 2019

Content Marketing Coordinator

Managed inbound marketing strategies to optimize lead generation, leverage brand awareness and boost customer loyalty.

- Developed and implemented cross-channel content strategies for social media, blog, and e-mail, increasing website sessions by 132% and lead generation by 6%.
- Partnered with staff, customers, and subject-matter experts to craft engaging, people-centric multimedia content, transforming the brand's storytelling approach on social and increasing engagement by 35% YoY.
- Analysed and tracked content marketing KPIs to evaluate campaign success, optimizing future strategies for better performance and higher ROI.
- Streamlined content workflows by collaborating with a cross-functional team, ensuring timely delivery of high-quality content aligned with marketing objectives.

Education

Post-Degree Diploma in Project Management

Douglas College, New Westminster, BC, Canada

Post-Degree Diploma in Marketing

Douglas College, New Westminster, BC, Canada

Bachelor of Arts (BA) in Digital Media

Federal University of Ceara, Fortaleza, Ceara, Brazil