

BIANCA GURGEL

• Content & Digital Marketing •

ABOUT ME

As a creative and savvy digital marketer, I am passionate about delivering customer-centric campaigns that help purpose-driven brands make a difference.

With a 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

Post-Degree Diploma in Project Management.

2016 - 2017 • Douglas College

Post-Degree Diploma in Marketing.

2012 - 2016 • Federal University of Ceara

Bachelor of Arts in Digital Media.

EXPERIENCE

Aug 2022 Social Media Manager @ UBC Sauder School of Business

Present

- Manage social media campaigns, ensuring timely delivery of high-quality content to an audience of 135K+ followers on LinkedIn, Twitter, Facebook, Instagram, & YouTube.
- Oversee all aspects of social media projects, including requirement gathering, creative development, budget, timelines, feedback, and approvals.
- Support a variety of institutional units in their efforts to drive business goals through paid, owned, and earned social media strategies.
- Develop metrics & dashboards to measure social platforms' ROI while providing ongoing recommendations and optimizations of social media content.
- Identify social media trends and best practices as they arise and support senior leaders in implementing new resources, policies, and procedures.
- Oversee a team of two student workers and a full-time Social Media Specialist, providing ongoing support, training, and feedback.

Key Achievement: Achieved an average **6.4% MoM engagement rate growth** during the first 6 months in the role and generated **663% in website traffic increase** from organic and paid social media campaigns.

Apr 2021 Digital Marketing Manager @ FSHDesign Global Agency

May 2022

- Led digital marketing campaign planning, execution, monitoring and optimization for B2C and B2B clients in a variety of industries.
- Managed all aspects of the digital marketing department including SEO, SEM, e-mail, social media (paid and organic), and content marketing campaigns.
- Supervised the digital marketing team, assigning tasks, overseeing campaign execution and performance.
- Continuously evaluated all digital channels including search (SEO/SEM), social, and e-mail to meet campaign objectives while identifying opportunities for improvement.

BIANCA GURGEL

• Content & Digital Marketing •

EXPERIENCE

Apr 2021 Digital Marketing Manager @ FSHDesign Global Agency (Cont'd)

May 2022

- Contributed to the creative direction for projects including UI/UX, graphic design, social content, branding, photoshoots, post-production, etc.
- Provided campaign reporting and analysis, highlighting successes and recommendations.
- Interfaced with clients for prospective sales and regular client check-in meetings.

Key Achievement: Developed thought leadership and awareness for a B2B technology company on LinkedIn, resulting in a **34% increase in reach**, **56% audience growth**, and a **24% boost in website traffic** compared to the previous period.

Dec 2019 Marketing Manager @ Compass Group Canada (Simon Fraser University)

Apr 2020

- Developed and implemented a comprehensive marketing plan for 6 culinary brands.
- Planned and executed social media & web content strategies with a focus on customer acquisition and community engagement.
- Designed print and digital communication assets to support marketing goals.
- Identified and implemented in-unit marketing initiatives that fit customer needs, and made recommendations for future marketing initiatives.

Key Achievement: After only three months of purely organic efforts, the Instagram audience nearly doubled, MoM **engagements grew 165%** and MoM **reach was 212% higher**.

Dec 2018 Content Marketing Coordinator @ Steve Nash Fitness Clubs

Dec 2019

- Managed the brand's inbound marketing strategy to optimize lead generation, leverage brand awareness and boost customer loyalty.
- Strategically planned a content strategy for social, blog, and e-mail marketing.
- Collaborated with staff, customers, and subject-matter experts to create engaging and results-oriented multimedia content.
- Tracked and reported on content and social media marketing KPIs.
- Collaboratively managed content workflows with a cross-functional team.

Key Achievement: An updated focus on people-centric & storytelling content resulted in a **358% YoY increase in social impressions** and **website traffic growth of 132% YoY**.



www.biancagurgel.com



[@biancagurgel](https://www.linkedin.com/in/biancagurgel)



biancagurgelco@gmail.com