

Bianca Gurgel

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Brand & Marketing Strategist

Creative and data-driven marketer with a proven track record of building and amplifying brands through strategic storytelling, integrated campaigns, and audience engagement. Skilled in cross-functional collaboration, leading omni-channel brand initiatives, and leveraging insights to drive impactful business growth.

Core Competencies

Brand Positioning & Strategy | Brand Management | Content Marketing | Social Media Strategy | Organic Growth | Project Management | Creative Direction | Analytics & Reporting | Data-Driven Decision Making | Cross-Functional Collaboration | UGC Strategy | Audience Research & Insights | Performance Optimization

Technical Skills

Google Analytics | Sprout Social | Adobe Creative Suite | Meta Business Suite | TikTok Ads Manager | LinkedIn Campaign Manager | WordPress | HubSpot | MailChimp | SEMrush | Asana | Talkwalker | Brandwatch | Mention | Eventbrite | Google Search Console | Hotjar

Experience

BENEVITY, Remote

September 2023 - December 2024

Social Media Lead

Owned omni-channel brand-building social campaigns from end-to-end—including planning, content creation, community engagement, and reporting to establish brand positioning, drive awareness, and organic growth.

- Led social for Benevity Live!, the company's flagship conference, driving a +125% increase in engagement rate, +85% website traffic growth, and a +32% boost in brand mentions compared to the previous year.
- Developed Benevity's first comprehensive brand strategy for social, driving a +55% increase in link clicks, +41% surge in video views, +202% boost in engagement rate, and +6% uplift in demo requests.
- Managed strategic direction for social campaigns and streamlined collaboration with enterprise-wide teams, enhancing alignment and accelerating content creation timelines by 3x.
- Improved the employee advocacy content sharing process and supported executive leadership accounts, boosting brand visibility and driving +23% YoY growth in LinkedIn profile impressions.

UNIVERSITY OF BRITISH COLUMBIA, Vancouver, BC

August 2022 - September 2023

Social Media Manager

Spearheaded social media campaigns for UBC Sauder School of Business, crafting compelling content to engage a diverse student audience while delivering on the strategic objectives of various business units.

- Led organic and paid social campaigns, crafting tailored content that boosted referred website traffic by +63% MoM and increased monthly engagement by an average of +6.4%.
- Managed full-cycle brand initiatives on social, from briefing and budgeting to content production and reporting, ensuring seamless delivery of goal-oriented content campaigns with measurable impact.
- Built and optimized ROI-focused dashboards to track key metrics, identify growth opportunities, and enhance cross-channel performance.
- Mentored a team of three, offering ongoing training and constructive feedback while fostering a collaborative and supportive team culture.

FSHDESIGN GLOBAL AGENCY, Remote

April 2021 - June 2022

Digital Marketing Manager

Led integrated digital marketing campaigns across SEO, advertising, social, and email for B2B and B2C brands across a variety of industries, overseeing planning, execution, reporting, and optimization.

- Led multi-channel campaigns, integrating social, paid media, email, and influencer partnerships to enhance brand awareness and drive conversions.
- Delivered comprehensive monthly reports with strategic insights that strengthened client trust and boosted retention during report meetings.
- Achieved a +145% increase in user sign-ups and attracted nearly 1 million monthly Facebook visitors for an eSports platform through a strategic blend of organic content, social advertising, and influencer partnerships.
- Planned and executed a targeted LinkedIn strategy for a B2B technology client, resulting in a +34% increase in reach, +56% audience growth, and a +7% boost in lead generation MoM.

COMPASS GROUP CANADA, Burnaby, BC

December 2019 - April 2020

Marketing Manager

Crafted and executed an integrated digital and traditional marketing strategy for Compass Group's food service operations at Simon Fraser University.

- Developed targeted content campaigns for six culinary brands, achieving a 165% surge in social engagements and a 212% MoM boost in social media reach.
- Executed on-site brand activations, sponsorships, and event marketing strategies to strengthen brand visibility, local awareness and sales.
- Designed cohesive digital and point-of-sale marketing assets to reinforce brand identity 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, drive brand awareness and boost retention.

- Developed and implemented cross-channel content strategies for social media, blog, and email, increasing website engaged sessions by 132% YoY.
- Partnered with staff, customers, and subject-matter experts to craft engaging, relevant multimedia content, transforming the brand's storytelling approach and increasing engagement by 35% YoY.
- Tracked and analyzed content marketing KPIs to evaluate campaign success, providing actionable insights that optimized strategies, enhanced performance, and increased 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 Marketing

Douglas College, New Westminster, BC, Canada

Post-Degree Diploma in Project Management

Douglas College, New Westminster, BC, Canada

Bachelor of Arts (BA) in Digital Media

Federal University of Ceara, Fortaleza, Ceara, Brazil