

# 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**

Post-Degree Diploma in Project Management.

**2016 - 2017 • Douglas College**

Post-Degree Diploma in Marketing.

**2012 - 2016 • Federal University of Ceara (Brazil)**

Bachelor of Arts in Digital Media.

## EXPERIENCE

**Aug 2022 Social Media Specialist @ UBC Sauder School of Business**

**Present**

- Create engaging, informative and goal-oriented content in text, image, and video format.
- Maintain the school's social media calendar in coordination with marketing & communications colleagues considering both engagement and web traffic metrics.
- Facilitate online conversations and respond to questions and relevant comments.
- Report on online feedback and reviews from community members.
- Use social media insights and data to make recommendations for each social platform.
- Measure and report on channel success on a monthly basis.

**Apr 2021 Digital Marketing Manager @ FSHDesign**

**Present**

- Led digital marketing campaign planning, execution, monitoring and optimization for B2C and B2B client brands 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 and overseeing campaign execution.
- Continuously evaluated all digital channels including search (SEO/SEM), social, and e-mail to meet campaign objectives.
- Contributed to the creative direction for projects including UI/UX, graphic design, social content, branding, photoshoots, videography, post-production, etc.
- Provided campaign reporting and analysis, highlighting successes and recommendations.
- Interfaced with clients for prospective sales, presentations, and reporting meetings.

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## EXPERIENCE

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

**Apr 2020**

- 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.
- Liaised with internal departments, unit managers and external stakeholders to foster a collaborative environment and facilitate marketing execution.
- Designed print and digital communications assets to support marketing goals.
- Identified and implemented in-unit opportunities and recommendations for marketing initiatives based on customer needs.

**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, leverage brand awareness and boost customer loyalty.
- Strategically planned and produced multimedia social, blog and e-mail content.
- Actively gathered photo and video content in collaboration with staff and customers.
- Tracked and reported on content and social media marketing KPIs.
- Worked collaboratively with a cross-functional team to manage content project workflows.

**Oct 2017 Social Media Student Assistant @ Douglas College**

**Dec 2018**

- Actively contributed to the social media calendar of the Student Engagement department.
- Designed print & digital marketing materials to promote Student Engagement initiatives.
- Supported Student Engagement events on and off-campus with photography and social media coverage.

## CERTIFICATIONS



## PORTFOLIO

Please visit [www.biancagurgel.com](http://www.biancagurgel.com) to view some of my latest projects.