

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

Apr 2021 Digital Marketing & Creative Manager @ FSHDesign

Present

- Lead digital marketing campaign planning, execution, monitoring and optimization for over 6 B2C and B2B brands in a variety of industries.
- Manage all aspects of the digital marketing department including SEO, e-mail, social media (paid and organic), and PPC campaigns.
- Supervise the digital marketing team, assigning tasks and overseeing campaign execution.
- Continuously evaluate all digital channels including search (SEO/SEM), social, and e-mail to meet campaign objectives.
- Contribute to the creative direction for projects including UI/UX, graphic design, social content, branding, photoshoots, post-production, etc.
- Provide campaign reporting and analysis, highlighting successes and recommendations.
- Interface with clients for prospective sales, presentations, and reporting meetings.

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

Mar 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.

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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, 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 trainers and members.
- Tracked and reported on content and social media marketing KPIs.
- Worked collaboratively with a cross-functional team to manage content project workflows.

Feb 2018 Casual Marketing Administrator @ Sodexo Canada

Jan 2020

- Designed print & digital promotional assets to support marketing initiatives across multiple healthcare retail food services units in the Lower Mainland.
- Creatively developed design solutions that aimed to optimize point-of-sale conversion, customer satisfaction and loyalty.
- Strategically contributed to the management and promotion 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 social media calendar of the Student Engagement department.
- Supported Student Engagement events on and off-campus with photography and social media coverage.

Sep 2014 Digital Marketing Assistant @ Imoveis Fortal (Brazil)

Jun 2015

- Proactively assisted in executing real estate lead generation strategies.
- Planned and managed social media and inbound marketing campaigns.
- Conducted ongoing keyword research to guide the company's SEO efforts.
- Strategically wrote and managed blog content to deliver on website traffic and SEO goals.
- Created a variety of content marketing assets such as videos, eBooks, and blog articles.

CERTIFICATIONS



PORTFOLIO

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