

# CRISTAL BITTENCOURT

Toronto, ON, Canada

(647) 807-7448 | cristalfb@gmail.com | <http://linkedin.com/in/cristalbittencourt> | <http://cristal.blog.br>

## SUMMARY

Having worked in agencies since 2009, I have gathered a lot of experience with digital marketing, especially with social media, focusing on campaign planning, brand growth, and monitoring data reports. With my professional experience and personal projects, I'm used to work in a fast-paced environment, handling both the strategic and practical sides of business, leading teams and coordinating all kinds of projects, from setting up the right strategy to delivering measurable results.

## PROFESSIONAL EXPERIENCE

### **Digital Media Specialist** at Morya | Omnicom Group, Brazil **01/2018 – 01/2019**

- Built media plans focusing on strategic channels, created and managed Facebook Ads, Instagram Ads, and Google AdWords advertising campaigns
- Acted as a mentor for the social media team, while connecting the content strategy with the paid media planning
- Curated and developed ideas and possibilities to maximize social media engagement
- Delivered monthly reports, focused on growth, ROI and campaign analysis; built in MS Excel and PowerPoint

### **Digital Project Manager** at Rocha Comunicação, Brazil **08/2016 – 01/2018**

- Created and developed the digital strategy across all digital platforms, analyzing the scenario and focusing on a better understanding of buyer personas
- Acted as a community manager for brands, helping to spread and grow their culture among its target audience
- Managed a digital staff of professionals, working directly with social media, content creation, data science, and web design
- Researched activity about consolidated and new digital influencers, recruiting and evaluating the best assets for digital strategies
- Experienced a day by day practice with digital marketing tools such as Sprout Social, Hootsuite, Google Analytics, Google Keyword Planner, Evernote, and Slack

**Web Coordinator** at Yayá Comunicação, Brazil **04/2012 – 06/2016**

- Managed all digital projects and paid media campaigns
- Created, wrote and posted in the brand's blogs, using SEO techniques and HTML knowledge, especially in WordPress websites
- Created CRM strategies, directly helping brands to target the right audience
- Delivered social media monitoring and growth data reports, with monthly ROIs
- Developed annual marketing plans and manage budgets for digital campaigns
- Worked with social media management and analysis tools and platforms, including but not limited to MailChimp, Trello, Asana, Seekr, SCUP, Publiway and SYS

## EDUCATION

### **College Diploma in Creative Advertising | 2020**

Seneca, Toronto, ON, Canada.

### **Postgraduate Degree in Strategic Communication and Brand Management | 2015**

Universidade Federal da Bahia, Salvador, Bahia, Brazil.

### **B.L. in Law Studies | 2007**

Universidade Católica do Salvador, Salvador, Bahia, Brazil.

## CERTIFICATIONS

- Google Ads Display Certification
- Google Analytics Individual Qualification
- Programmable Marketing Basics

## PROJECTS

### **As Melhores Coisas de Salvador | The best of Salvador** Brazil **10/2016 - Current**

In two years, the project accumulated more than sixty thousand followers in social media, also presenting great results with important keywords on Google searches and a huge sense of community and willingness among followers.

### **Apaixonados por Séries | Crazy for Tv shows** Brazil **04/2009 - 01/2018**

The project achieved a strong online presence, with more than 30 million page views, 8 million readers and thousands of followers on social media. Prioritizing quality writing combined with SEO techniques, the website became one of the 10 biggest in Brazil specialized in TV shows, with a team of 30 writers.