

# CRISTAL BITTENCOURT

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## SUMMARY

Over the last years, I have gathered a lot of experience with digital marketing, especially focusing on paid media, digital strategy and brand growth. I'm used to working in a fast-paced environment, handling both paid and organic media on a daily basis, from setting up the right strategy to delivering measurable results. I'm crazy-organized, very focused and a consistent team player.

## PROFESSIONAL EXPERIENCE

**Digital Account Manager** at Simplistics Web Design, Toronto, CA **05/2020 – Present**

- Building and maintaining relationships with clients, acting as their primary contact on a daily basis and focusing on client retention
- Collaborating with internal team members to problem-solve and identify cost-effective solutions for client needs and expectations
- Providing guidance and expertise to clients, making sure they have the best approaches and strategies tied up with their projects
- Leading and overseeing project timelines and outcomes, with different turnovers and scopes, working alongside multiple developers and designers to ensure deadlines and project's scopes are met
- Implementing new organization templates and routines using project management tools to make sure the projects run smoothly and on budget

**Digital Media Specialist** at Morya | Omnicom Group, Brazil **01/2018 – 05/2019**

- Daily managed Facebook Ads, Instagram Ads and LinkedIn Ads for multiple accounts, working alongside the creative team to adapt and change campaigns and ads in order to boost media conversion
- Conducted a thorough analysis of previous social media campaigns, creating and managing new ones based on data insights, improving social media awareness by 32% over a year
- Managed Google Ads accounts from set-up to restructuring campaigns, crossing data and insights with Google Analytics, increasing conversion by 18% and changing the approach to future campaigns
- Advised clients and internal teams on social media best practices, from Google to Pinterest, presenting both short and long-term strategies
- Built media plans based on research, using strategic channels for retail clients, increasing conversion to their website up to 25%

- Created and developed the digital strategy across social media, increasing media engagement by 30% by curating and developing new ideas and possibilities best suited to the target audience
- Delivered monthly reports to clients and senior staff, focused on ROI and campaign analysis; also presenting such reports helping them to really interpret the data
- Monitored campaigns on a weekly basis making sure to meet both agencies and client's goals and budgets, re-evaluating and reorganizing whenever necessary
- Experienced a day by day practice with digital marketing tools such as Sprout Social, Hootsuite, Google Analytics, Google Keyword Planner, Evernote, Asana and Slack

### **Digital Media and Project Specialist** at Rocha Agency, Brazil **06/2016 – 01/2018**

- Helped clients understand the importance of going digital by teaching workshops and writing educational papers and presentations, guiding them to improve their digital budget by 70%
- Worked alongside clients to help them conquer their social media goals, not only presenting them with the best social strategies but also helping them understand and gain from the process
- Daily planned and managed paid media campaigns on Facebook Ads, Google Ads, YouTube and Twitter, focusing on different levels of the marketing funnel, using unique landing pages for each objective
- Created and developed the digital strategy across social media, increasing media engagement by 30% by curating and developing new ideas and possibilities best suited to the target audience
- Worked on multiple PPC accounts for different clients, managing keywords and optimizing bids on a daily basis, on both search and display ads
- Developed SEM and SEO strategies for clients, focusing on best practices and achievable outcomes
- Acted as a mentor for the social media team while connecting the content strategy with the paid media planning, always aiming to work with new platforms and channels

## EDUCATION

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

Seneca College, Toronto, Ontario, Canada.

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

Universidade Federal da Bahia, Salvador, Bahia, Brazil.

## CERTIFICATIONS

- Hubspot Marketing Software
- Google Analytics Individual Qualification
- Google Ads Search Certification
- Hootsuite Platform Certification
- Google Ads Display Certification
- Google Ads Video Certification