

CRISTAL BITTENCOURT

Toronto, ON, Canada | (647) 807-7448

cristalfb@gmail.com | <http://linkedin.com/in/cristalbittencourt> | <http://cristalb.me>

SUMMARY

Over the last years, I have gathered a lot of experience working with data analysis, especially focusing on paid media. I'm used to working in a fast-paced environment, handling both individual and team tasks on a daily basis, being aligned with different goals, and following multiple timelines. I'm a crazy-organized quick learner professional, and a consistently focused team player.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist at Delta Growth, Toronto, Canada **06/2021 – Current**

- Analyzing large sets of data in order to rightfully interpret campaign results and develop new media strategies based on actual data insights
- Delivering monthly reports to clients and senior staff, focused on growth, ROI and data analysis; built in Google Data Studio and presented in Google Slides, helping them really interpret the data
- Guiding clients to set goals, KPIs, and budgets to help optimize available spend across different campaigns and ad types
- Creating campaigns in media platforms focusing on finding the best approach for the different levels of the marketing funnel, especially on Facebook, Instagram and Google

Digital Marketing Specialist at Arcane, London, Canada **12/2020 – 06/2021**

- Developed and built strategies to achieve clients' goals through effective organic and paid media with a result-oriented mindset
- Presented reports and strategies in client meetings, communicating key findings and also helping them walk through platforms problem-solving on the spot
- Optimized campaigns to decrease conversion costs, expand awareness and improve performance based on insights and metric crossing social data with Analytics
- Worked with multiple clients from different industries, and managing monthly budgets from \$5,000 to \$50,000 per ad account
- Wrote supportive copy and providing creative and strategic direction to ad creation
- Built complete reports based on actual goals, performance, and strategic metrics coordinated with clients' objectives and ROI and ROAS analyses
- Working Daily on Business Manager, Google Analytics, Google Ads, Google Tag Manager, Data Studio, Search Console and SEMRush

Digital Project Manager at Simplistics Web Design, Toronto, Canada **05/2020 – Present**

- Evaluated project progress and provided QA on all deliverables to ensure client specifications and expectations were met and exceeded
- Implemented new organization templates and routines using project management tools to make sure the projects run smoothly and on budget
- Collaborated with internal team members to problem-solve and identify cost-effective solutions for client needs under restrictive budgets
- Developed and oversaw project timelines and outcomes, with different turnovers and scopes
- Oversee WordPress, WooCommerce and Magento projects, working alongside multiple developers and designers to ensure deadlines and project's scopes were met
- Organized monthly costs and invoicing clients according to the scope and actual worked hours, working on billing softwares

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

- 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%
- Acted as a mentor for the social media team by creating training decks and a learning environment, while always aiming to work with new platforms and systems
- Reorganized Google Ads accounts, campaigns, ad groups and keywords, increasing conversion by 18% and changing the approach to landing pages on future campaigns
- Built media plans focusing on previous research and social listening, using strategic channels for both retail and B2B clients, increasing conversion to their website up to 25%
- Conducted a thorough analysis of previous Facebook and Instagram ad campaigns, creating and managing new ones based on data insights, improving social media awareness by 32% over a year
- Worked with management and analysis tools and platforms, including but not limited to Data Studio, Facebook Business, Twitter Analysts, WordPress, Rallio, Zoho CRM and Scorpion Market System

Head of Digital at Rocha Agency, Brazil **08/2016 – 01/2018**

- Implemented the digital department in a traditional agency, starting to plan and manage the team responsible for all digital aspects of integrated campaigns
- Managed projects with turnovers from a week to a year, such as websites, landing pages, blogs, email marketing campaigns and marketing communication plans
- Planned and organized multiple website projects, always working with WordPress and Woocommerce
- 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
- Built worksheets and developed processes on Excel and MS Project, in order to get to the perfect timeline for each project, bringing together different teams in a cohesive and productive manner

- Managed a digital staff of professionals, working directly with social media, content creation, data science, and web design, making sure that all clients and agencies expectations were met
- Experienced a day by day practice with digital marketing tools such as Sprout Social, Hootsuite, Google Analytics, Google Keyword Planner, Evernote, Asana, Trello and Slack

Digital Team Lead at Yayá Communications, Brazil **04/2012 – 06/2016**

- Led a digital-focused team specialized in content writing, social media, web development and SEO
- Implemented the first project management software for the agency, training teams and managing timelines and expectations, facilitating productivity and motivating team members
- Worked on creating social media strategies with restrictive budgets, focusing on organic growth, relying on both Inbound Marketing and CRM strategies
- Created, wrote and published in the brand's blogs and websites, using SEO techniques and HTML knowledge, especially in WordPress websites

EDUCATION

Degree in Strategic Communication and Brand Management | 2015

Universidade Federal da Bahia, Salvador, Bahia, Brazil.

Organizational Communication and Technology | 2013

Faculdade Social da Bahia, Salvador, Bahia, Brazil.

B.L. in Law Studies | 2007

Universidade Católica do Salvador, Salvador, Bahia, Brazil.

CERTIFICATIONS

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

PROJECTS

As Melhores Coisas de Salvador | The best of Salvador Brazil **2017 - Current**

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

Apaixonados por Séries | Crazy for Tv shows Brazil **2009 - 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. The website became one of the 10 biggest in Brazil about TV shows and movies, supported by a team of 30 content writers.