

Laura-Maria Vieira

OBJECTIVE

To secure a position as a digital marketing professional in order to utilize my administrative, marketing, and interpersonal skills with accuracy and efficiency while maintaining a motivated, productive, and goal oriented environment for the entire team.

EDUCATION

LIM College, New York, NY

Graduated May 2015

Bachelor of Business Administration in Marketing

Brookdale Community College, Lincroft, NJ

Graduated May 2012

Associate of Arts in Business Administration

PROFESSIONAL EXPERIENCE

FortheChef.com, Saddle Brook, NJ

November 2015 - Present

Creative Director/Digital Marketing Specialist

- Create and maintain social media accounts by creating original and engaging content
- Develop engaging social media campaigns to increase brand awareness and customer loyalty
- Manage and maintain the standards for both product photography and creative photo shoots to align with business objectives while remaining within budget and completing in a timely manner
- Interview and hire new employees including but not limited to for bloggers, graphic designers, and customer service representatives
- Develop A/B testing for various email marketing campaigns and Google Display Ads
- Led the development of the website as well as the brand's voice and identity
- Have a deep understanding of the company's objectives and create a strategy to meet these goals

D&M Automotive Inc. Union, NJ

May, 2013-November 2015

Marketing Manager

- Created and maintained website, social media accounts and increased brand awareness through social media
- Developed marketing material with the new logo and format
- Functioned as office manager; managed payroll, technicians, and provided excellent customer service
- Implemented new book keeping technique and handled all accounts receivable and payable

Elie Tahari

New York, NY | January 2015-May 2015

Social Media Intern

- Assisted in creating original content for all social media platforms with the approval by the Social Media and Brand Content Manager
- Developed social media campaigns that increased awareness as well as followers and engagement
- Strategized with the Social Media Manager on enhancing and rebranding all of the social media platforms
- Independently scheduled and post content on all of the social media platforms
- Created and approved copy for the posts
- Curated the strategy calendar for the social media accounts each month
- Interacted with followers by responding to questions and engaged in conversation

SKILLS

- Instagram/Facebook Ads Manager
- Google Display Ads & Google Analytics
- Strategic Planning
- Campaign Creation & Management
- Understanding of Analytical Data
- Digital Market
- Blog Content Creating
- Social Media Platform Comprehension