

# Camila Rodrigues Campos

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Vancouver - BC

+1 (236)668-7690 | [Portfolio](#)

Result-oriented and detail-focused marketing professional with 12 years of experience in team management, project prioritization, and digital marketing. Fluent in English and Portuguese and skilled in Adobe Creative Suite, HTML, CSS, JavaScript, SEMrush, HubSpot, Google Tools, and others. Proven track record in implementing successful SEO and link-building strategies, managing social media campaigns, and creating effective B2C and B2B marketing campaigns.

## WORK EXPERIENCE

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**Digital Marketing Specialist** - MergeBase (05/2022- 01/2024)

Revitalized the company website, improving UX and navigation flow. Created prototypes, wireframes, and mock-ups and collaborated closely with the development team to implement responsive design features. Provided day-to-day quality checks, maintenance, and content management of the website, including text, images, videos, and other multimedia elements. Managed and implemented SEO and link-building strategies. Examined analytics to optimize campaign metrics. Assisted in content development, editing, and proofing for social media, blog posts, and email campaigns.

**Marketing Coordinator** - Annex Pro (01/2022-05/2022)

Assisted the CEO and Director of Sales in creating effective B2B and B2C campaigns across local, regional, and national markets. Analyzed the effectiveness of each campaign using GA4 and other digital tools to create meaningful reports. Planned, coordinated, and supervised events in multiple cities and live-streamed. Maximized the effectiveness of available market development funds from vendor partners, tracked the spending, and reported ROI results. Assisted in content development, editing, and proofreading for social media, blog posts, and email campaigns.

**Marketing Analyst** - Tenda (10/2017-09/2019)

Supported the creation, development, and delivery of internal and external communications and the market engagement plan, goals, objectives, and budgets. Prepared proposals, gathered performance metrics, generated impact reports for marketing initiatives, and increased sales. Responsible for trade marketing, guaranteed store communication, promotional material, and customer experience. Responsible for event planning, logistics coordination, budget, and execution.

**Ecommerce Business Owner** – The Girls Store (06/2017-09/2019)

Responsible for administration and marketing. Sales performance and inventory report to determine product positioning strategies specific to e-commerce. Managed the online platform, SEO, and Google ads. Developed and implemented social media strategies, significantly boosting brand awareness and engagement.

**Marketing Analyst** – BS Dunlop e JR Dias (08/2015-07/2017)

Responsible for the Group's Marketing (12 stores and two tire distributors). Developed go-to-market sales plans and brand campaign projects, managing them on time and within budget constraints to ensure the department and company goals were met. Responsible for event planning, logistics coordination, budget, and execution. Maintained the company's websites and created content for social media platforms.

## EDUCATION

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- **Master's degree**, Business Administration, University Canada West (Canada) (2020 - 2021) - GPA 3.76
- **Graduated degree**, Business Planning & Management, FAE Centro Universitario (Brazil) (2014 - 2015)
- **Bachelor's degree**, Social Communications, Major in Publicity and Advertising, PUC-PR (Brazil) (2008 - 2012)

## LINCESES AND CERTIFICATES

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**Digital Marketing Institute** – Certified Digital Marketing Associate Program (2021)

**Google** – Google Analytics · (Nov 2022 – Nov 2024)

**SheCodes**– Web Development · (2023)