Vitoria Silva

Content Marketing Specialist

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QUALIFICATIONS AND SKILLS

7+ Years in Content Management | Social Media | Copywriting | SEO | Analytics Reporting | Content Creation

Creativity | Collaboration | Problem Solving | Organization | Project Management | 7+ Years in Communications

WordPress | Shopify | Wix | HubSpot | Google Analytics | Atlassian Suite | Figma | Hootsuite | SEMrush | Adobe Creative Suite | Pardot | MailChimp | ActiveCampaign | Slack | Salesforce | Zapier | Tableau | Power BI | Unbounce |

CERTIFICATIONS

Adobe Photoshop – *Stack Skills* | Adobe Premiere Pro – *Stack Skills* | Adobe Illustrator – *Stack Skills* | Google Ads - *Google* | Google Analytics – *Google* | Fundamentals of Digital Marketing - *Google*

EXPERIENCE

Mark Anthony Group   Vancouver, Canada
Digital Product Marketing Manager   April 2024 – Currently

- Increased **tool engagement and adoption by 25%** and reduced platform-related issues by **30%**, measured by performance metrics, by managing a **$2M MarTech product portfolio** across **30+ brands in 15+ countries**, leading cross-functional stakeholders and **three direct reports**.
- Improved **data flow efficiency by 30%** and achieved a 98% defect-free launch rate measured by system performance and quality assurance metrics, **by driving software lifecycle management**, including website and brand launches, integrations, and enhancements.
- Increased **customer satisfaction by 15%** measured by client feedback and retention rates, by providing technical consultation and support to clients.
- Built and prioritized user stories for segmentation and personalization products, collaborating with Agile teams to manage the **product backlog** within an **Agile Scrum** environment.
- **Boosted team productivity by 18%** measured by project timelines and output, by delivering monthly KPI reports to Senior Management and ensuring project alignment.

Mark Anthony Group   Vancouver, Canada
Digital Product Strategist   October 2022 – April 2024

- Accomplished a **20% boost in operational efficiency** by onboarding and training new brands and clients, configuring custom workflows, automation, integrations, and chatbot flows.
- **Reduced support requests by 20% and resolved 96% of platform issues within 48 hours** through ServiceNow, developing training materials and streamlining processes.
- **Improved conversion tracking accuracy by 10%,** by implementing custom tags and pixels using Google Tag Manager and leading digital transformation projects, including tool selection and vendor evaluation.
- Drove **35% improvement in resource efficiency** through successfully **onboarding and leading 2 major MarTech software partners** (Sprout Social and Captiv8), taking ownership and leading the onboarding process from start to finish.

Global University Systems   Vancouver, Canada
Senior Digital Strategist   *December 2021 – October 2022*

- **Accomplished a 40% conversion rate, 35% boost in engagement, and 30% higher ROI**, measured by campaign performance, by developing and executing multi-channel marketing strategies **(social media, email, PPC, events, organic, and print)**.
- Attained effective team alignment, measured by consistent project progress, by **managing three direct reports and conducting weekly team meetings**.
- **Achieved a 45% increase in website traffic and a 20% reduction in bounce rates**, measured by web analytics, by leading cross-functional teams to optimize brand content and digital strategies.
- Accomplished timely and successful product launches, measured by delivery timelines, by managing **go-to-market strategies**, developing **marketing collateral**, and tracking project status while **delivering monthly KPI reports to Senior Management**.
- Assisted in **kickstarting Global University Systems' first-ever marketing efforts** by working on Competitive Analyses, Sales Decks, Internal Marketing, and attending relevant events.
- Successfully **migrated data and created internal marketing material** to create cohesion within the company, including emails, logo re-branding, and org structure maps.
- Reached a **20% increase in email CTR in the first 6 months**, measured by email metrics, by transforming and kickstarting Global University Systems' marketing efforts.

Global University Systems   Vancouver, Canada
Digital Strategist   *May 2021 – December 2021*

- Attained a **41% attendee growth**, measured by number of attendees and campaign metrics, by managing cross-channel campaigns and enhancing audience interaction through **targeted email sequences, personalized landing pages, and social media promotions**.
- Reached a **30% increase in audience engagement, 20% rise in web traffic, and 500% growth in social media followers,** measured by performance metrics, by developing and executing integrated digital marketing strategies and optimizing website content across channels.
- Achieved an **improvement in PPC conversion rates** and boosted ROI, measured by campaign performance, by **crafting strategic content** and leading cross-functional teams, and leveraging **data analytics, A/B testing, and SEO-driven content strategies**.
- Accomplished a **60% increase in influencer partnerships** by focusing on mutually beneficial collaborations and offering exclusive access to products and co-hosted events.

Timely Network Inc.   Vancouver, Canada
Digital Marketing Strategist   *May 2020 – August 2021*

- Attained a **15% increase in PPC campaign engagement,** measured by performance metrics, by conducting **A/B testing and optimizing ad content across Google Ads, Facebook, and LinkedIn** to boost conversion rates.
- Achieved a **25% increase in organic web traffic**, measured by analytics, by leading an **SEO-driven content** strategy, utilizing **SEMrush for keyword analysis, and creating high-quality blog posts**.
- Reached an **18% reduction in support tickets**, measured by ticket volume, by **producing product training videos** for Timely's first digital library, including scripting, voice recording, and video editing.
- Accomplished **alignment of marketing strategies** with company growth objectives, measured by business expansion success, by developing and executing strategic marketing plans.

EDUCATION

The University of Victoria   Victoria, Canada
BA – English & Digital Media