

Bianca Gurgel

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Content & Social Media Marketing Manager

A creative and results-driven digital marketer, passionate about crafting content-driven campaigns that help brands scale. Leverage expertise in digital media and project management to develop and implement innovative organic growth strategies. An engaging communicator who values collaboration and diversity.

Key Skills

Inbound Marketing | Organic Growth | Social Media | Content Marketing | Project Management |
Graphic Design | Analytics and Reporting | Brand Alignment | SEO Copywriting

Experience

BENEVITY, Remote

September 2023 - December 2024

Social Media Specialist

Owned multi-channel social strategies from end to end – including planning, content creation, audience engagement, and reporting to drive awareness, demand generation, and achieve consistent channel growth.

- Set up and streamlined processes to collaborate with internal teams such as Brand, HR, Events, Product Marketing and Demand Generation, ensuring alignment in content and campaigns.
- Developed and maintained a content calendar for the brand's corporate channels via Sprout Social, ensuring consistent and timely delivery of social content aligned with marketing goals.
- Created strategic content for employee advocacy and supported executive leadership accounts.
- Analyzed social performance metrics, providing actionable insights and recommendations to optimize content & growth efforts to meet OKRs.
- Monitored brand mentions, proactively engaged with audience, and manage social listening to stay ahead of trends and potential PR crises.
- **Key Achievement:** Increased cross-channel engagement rate by 202%, post link clicks by 55% and video views by 41% year-over-year.

UNIVERSITY OF BRITISH COLUMBIA, Vancouver, BC

August 2022 - September 2023

Social Media Manager

Led organic and paid social media campaigns for UBC Sauder School of Business delivering engaging content tailored to captivate and grow a student audience while supporting different business units' initiatives.

- Oversaw all aspects of social media projects, including requirement gathering, briefing, creative development, budgeting, timelines, feedback, and approvals.
- Developed dashboards to measure the ROI of social platforms and provided ongoing recommendations and content optimizations.
- Led a team of two student workers and a full-time Social Media Specialist, providing continuous support, training, and feedback.
- **Key Achievement:** Drove an avg. 6.4% MoM engagement rate growth in the first six months and delivered a +663% increase in website traffic through organic and paid social media campaigns.

FSHDESIGN GLOBAL AGENCY, Remote

April 2021 - June 2022

Digital Marketing Manager

Spearheaded digital marketing campaign planning, execution, monitoring, and optimization for over seven B2C and B2B clients from a variety of industries.

- Managed all aspects of the digital marketing department including SEO, SEM, e-mail, social media (paid and organic) and content marketing campaigns.
- Supervised the digital marketing team, assigning tasks and leading campaign execution and performance.
- Provided campaign reporting and analysis, highlighting successes and recommendations.
- Interfaced with clients for prospective sales, presentations, briefing, and reporting meetings.
- **Key Achievement:** Developed a LinkedIn strategy for a B2B technology company, resulting in a 34% increase in reach, 56% audience growth and a 24% boost in website traffic.

COMPASS GROUP CANADA, Burnaby, BC

December 2019 - April 2020

Marketing Manager

Developed and implemented a comprehensive marketing strategy for six culinary brands at Simon Fraser University, driving brand visibility and engagement.

- Planned and executed social media and web content strategies with a focus on customer acquisition and community engagement.
- Designed print and digital communication assets to support marketing goals.
- Identified and implemented in-unit marketing initiatives that fit customer needs and made recommendations for future marketing initiatives.
- **Key Achievement:** After only three months of purely organic efforts, the brand's Instagram audience nearly doubled, engagements grew 165% and reach was 212% higher.

STEVE NASH FITNESS CLUBS, Richmond, BC

July 2018 - December 2019

Content Marketing Coordinator

Managed inbound marketing strategies to optimize lead generation, leverage brand awareness and boost customer loyalty.

- Strategically planned a cross-channel content strategy for social media, blog and e-mail marketing.
- Collaborated with staff, customers and subject-matter experts to create engaging and goal-oriented multimedia content for a variety of platforms.
- Tracked and reported on content marketing KPIs.
- Collaboratively managed content workflows with a cross-functional team.
- **Key Achievement:** Shifted focus to people-centric and storytelling content, leading to a 358% YoY increase in impressions and a 132% growth in website traffic.

Education

Post-Degree Diploma in Project Management

Douglas College, New Westminister, BC, Canada

Post-Degree Diploma in Marketing

Douglas College, New Westminister, BC, Canada

Bachelor of Arts (BA) in Digital Media

Federal University of Ceara, Fortaleza, Ceara, Brazil