

ZAIDA BEATRIZ ROSARIO

Vancouver, B.C zaiberosa@gmail.com Telephone: 778-680-1903

COMPETENCIES

- Copywriting, Infographics, Digital designs, Strategic thinking, and Video Creation
- Hootsuite, Buffer, Facebook Business, Canva, Adobe Spark, Photoshop, WordPress, Illustrator, Microsoft Office, InDesign, Figma, and Asana

CERTIFICATIONS

- Google Analytics, Google Ads Display Certification, Google Ads Search Certification and HubSpot certified
- Google Planner, Keyword tools, and Google Trends
- Mailchimp - Email Marketing and Landing Page

RECENT EMPLOYMENT

Employed Empower | **Marketing And Communications Lead** 03/2022 - Present
Responsible for planning and executing events, campaigns and digital marketing actions to enhance the non-profit organization's community branding to provide entrepreneurial resources for people with social barriers

- Developed marketing and communications strategies for new products, events, and special promotions
- Produced printed, and all other communication vehicles to maintain a cohesive image and message
- Managed new, and past communication assets
- Oversaw market data analysis, evaluation and commissioning on market research
- Worked directly with the founder and board of directors on all marketing activities, and communications

Tamwood Careers | **Student Services Coordinator and Marketing Support** 05/2021 - Present
Career programs, English classes, Camps, work and travel, entrepreneur programs

- Managed campaigns for 5 divisions in the company through email marketing and the 14 social media active profiles using video content and copywriting
- Designed, edit and redirect new and existing pages on the website
- Supported online and in-person events by coordinating special activities and promoting webinars for agents
- Redesigned brochures and other marketing assets using Adobe InDesign and Illustrator

Volition Advisors | **Marketing Assistant** 12/2019 - 03/2020
Entrepreneurs and startups community

- Created a market research project to support decisions around the company's brand
- Assisted email marketing in creating judge partners opportunities for pitch events
- Created a partnership proposal with sponsorship packages to generate clients growth
- Created social media content by designing images posts and copywriting

Progreso en Canada | **Sales Representative** 06/2019 - 10/2019
Toronto-based language travel agency for Latam destinations

- Handled online lead generation leads
- Advised clients with programs and choosing language travel destinations
- Designed and created engaging social media postings

UI DESIGN PROJECTS

Website Development

- Designed and construction of websites meeting user expectations by ensuring they look good, run smoothly and offer easy access to other pages.
- Applied HTML and CSS technical features to ensure a responsive appearance.

Mobile App Design

- Ideated the app's flow and structure, and make stylistic choices from colors to fonts based on user research and feedback.

EDUCATION

Tamwood College | Diploma of International Business and Digital Marketing 06/2019 - 11/2021
Smartbeemo | Marketing, Copywriting, and E-Commerce 05/2018 - 08/2018
Technological Institute | Degree in International Business 11/2013 - 05/2017