

# *Patricia Ferreira*

197 Victoria Ave N  
Hamilton, ON L8L 5E9  
Patricia.Ferreira@mohawkcollege.ca

---

## **SUMMARY OF QUALIFICATIONS**

A highly-motivated, experienced, and creative person who is passionate about digital media. I am well-versed with using social media tools and am always looking for innovative ways they can be used. An energetic individual who is organized and works well in both team settings and independently.

**\* Microsoft Suite**

**\* Copywriting**

**\* Social Media**

**\* Creative**

A focused individual who is able to implement creative social media campaigns that are targeted towards specific audiences and is also to stay up-to-date with emerging trends in social, digital, mobile making recommendations when opportunities arise.

## **PROFESSIONAL ACHIEVEMENTS**

- Managed multiple client accounts within a department and ensured that all retainer clients were within their budget. Maintained and cultivated client relations and ensured that tasks were expedited to the production department.
- Worked for a not-for-profit organization with peers and were able to successfully complete a communications audit on behalf of the client which aided to successfully determine which steps to take in order to successfully execute a communications plan. Working with this same team we executed an event on behalf of the client which raised \$800 for their organization.
- Successfully implemented social media tracking tools to track campaign successes, created social media reports based on incoming data with analysis of successes and possible improvements.
- Utilized clarity, humour, well-defined goals, and a positive work ethic to establish a spirited organizational culture throughout the company.
- Coordinated and organized workflow in the agency and supervised three support staff. Prioritized and delegated tasks, provided motivation and direction to create a positive work environment and ensured accurate, on-time completion.
- Able to edit and distribute content for both written and electronic media.
- Exceptional verbal and written communication skills and is able to maintain a positive attitude throughout tight deadlines.
- Established long-range objectives and developed innovative strategies to help achieve them.

- Conferred with production, graphic design and web-design personnel to coordinate production of corporate communications materials.

---

## **EMPLOYMENT HISTORY**

December 2016 - Present	Feed The Social, 155 John St S, Hamilton, ON <b>Social Media Intern</b>
December 2015 - June 2016	FPM Marketing & Design, 155 John St S, Hamilton, ON <b>Account Coordinator/Copywriter</b>
February 2014 – December 2015	Raven5, B9 North Service Road West, Oakville, ON <b>Copywriter</b>

## **EDUCATION**

Advanced Diploma in Marketing and Advertising, Mohawk College, Hamilton, Ontario, 2014  
Ontario Graduate Certificate Public Relations, Mohawk College, Hamilton, Ontario, 2017

## **AFFILIATIONS AND OTHER INTERESTS**

- Volunteer blogger at Designer Swap

Enjoys sports and outdoor activities such as hiking, soccer, and dodgeball. Also runs a part-time blog called Let Me Grab A Pen. The blog focuses on promoting local restaurants in Hamilton and also talks about social media trends as well. Schedule and post all personal and unique content own content on Facebook, Instagram, and Twitter.

## **REFERENCES**

Available on request.