



PATRICIA FERREIRA

MARKETING
COMMUNICATIONS
PROFESSIONAL

CONTACT

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EXPERIENCE

ACCOUNT COORDINATOR/COPYWRITING / FPM MARKETING & DESIGN | 2015 - 2016

I was a liaison between the agency and clients. I wrote creative briefs, drafted quotes for projects in Quickbooks and worked closely with the design and web team in order to execute projects in a timely manner. Projects varied from website updates, website launches, digital collateral and executing video content for clients. I was responsible for managing the agency's social media presence as well as writing the company blog. I also wrote and reviewed Google Analytics reports with clients.

LUSH HANDMADE COSMETICS / SOCIAL MEDIA/ SENIOR SALES ASSOCIATE | 2016 - PRESENT

I am responsible for creating a monthly social media calendar for our store's Facebook page. I create content that tells a story and aligns with the Lush Handmade Cosmetics brand.

FEED THE SOCIAL / SOCIAL MEDIA INTERN | 2016 - 2017

I created monthly social media calendars for various businesses in Hamilton, this included writing copy, designing graphics, and scheduling posts. I was responsible for publishing posts on Instagram, Twitter and Facebook through a platform called Buffer. I also collaborated on ideas for blog content as well as wrote blog content on the agency's website.

THE MIX HAMONT / CO-FOUNDER | 2018 - PRESENT

Myself and a colleague from college began our own lifestyle account featuring local businesses in Hamilton that focuses on community building through an organic social media following. Along with that we also style, thrift and sell pieces from vintage revival brands. We have branded everything ourselves from start to finish and have also created our own Hamilton merchandise as a way to market ourselves to the community of Hamilton. Through this account we have been able to generate a large social media following in less than a year and a half.

CONNECT MARKETING / SOCIAL MEDIA AND MARKETING COORDINATOR | 2018 - PRESENT

I assist the events manager with day-to-day tasks in preparation for charity events. I create and expedite press releases for events and I am responsible for updating and curating contact lists for media. I proof all marketing materials before going to print and I am also responsible for creating graphics and other marketing materials for the business. I am publish and monitor all content on various social media platforms. I also work closely with charities to source content to showcase how our benefit shows have had an impact on individuals that use their services.



EDUCATION

MOHAWK COLLEGE: ADVANCED DIPLOMA IN ADVERTISING AND MARKETING COMMUNICATIONS | 2011 - 2014

MOHAWK COLLEGE: ONTARIO COLLEGE GRADUATE CERTIFICATE IN PUBLIC RELATIONS | 2016-2017



SKILLS

- Google Analytics/Reporting
- Social Management
- Event Planning
- Web Content Development
- Copywriting
- Corporate blogging
- Project Coordinating
- Shopify Management
- Photo Editing
- Market research



VOLUNTEER

**YWCA "WE COLLECTIVE"
VOLUNTEER
JULY 2019-PRESENT**