

# FLAVIA CRUZ

## SUMMARY

Highly motivated, great creative communicator, detail-orientated with strong organizational skills and ability to handle multiple projects. Always in contact with a multicultural environment in search of the best way to communicate with those around her. Very creative, creating stories and working with art. From an early age, inserted in social media and realizing the new technologies and changes in the world. Always willing to learn, teach and working as a teammate in groups with synergy and, thus, deliver high quality work. Also, fluent in English, Portuguese, Spanish and studying French.

## EXPERIENCE

### ROGER'S ARENA

#### CURRENT (part time)

- **EVENT HOST:** Greeting and assisting guests upon arrival.
- Assist guests regarding their needs.
- Giving assistant to customers.
- Taking care and managing the functions of the position that I'm at.

### NORTEWAY

#### SEPT 2023 - MAY 2024 (part time)

- **MARKETING SPECIALIST** Developing and executing social media strategies.
- Creating and sharing content.
- Analyzing social data.
- Create and manage social media calendar.

### FSB COMMUNICATION AGENCY

#### FEB 2022 - MAR 2023 (full-time)

- **SOCIAL MEDIA MARKETING SPECIALIST:** Creation of content, strategic planning, programming of posts for the Agency for Industrial Development (ABDI), a governing body that focuses its activities on supporting the digital transformation of companies.
- Making briefings and taking care of the team (video maker and graphic designer) making sure everyone is on track and working with what is expected.

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## EDUCATION

### ILAC COLLEGE

#### CURRENT

Course of Sales and Marketing

#### ESPM

#### JAN 2019 - FEB 2019

Courses of Strategic Planning of Digital Marketing and Offline and Online Copywriting.

### COMMUNICATION NETWORK MARKETING AND MANAGEMENT

#### AUG 2017 - OCT 2017

Course of Graphic design:  
Photoshop, Illustrator and InDesign

### UNIVERSITY CEUB

#### FEB 2015 - JUN 2018

Bachelor of Advertimenst and Marketing  
Capstone project with the theme "Instagram as Personal Marketing Media".

## PLURAL MUSIC FESTIVAL

AUG 2022 - SET 2022 (freelance)

- **SOCIAL MEDIA COORDINATOR:** Headed the social media team where I managed posts, approved content creations and helped the customers during the music festival.

## NATIONAL CONFEDERATION OF INDUSTRY (CNI)

OCT 2019 - FEB 2022 (full-time)

- **COMMUNICATION ANALYST:** Creation of content and interaction for the social networks of CNI, SESI, SENAI and IEL. They are a company that increase the competitiveness industry. Through SESI, SENAI and IEL, that take care of education, health and trainees, its mission is to defend and represent companies in the country and abroad.
- Appearing in Tiktok and Reels videos and also hosting a Youtube channel about educational robotics.
- Created a new persona for the SESI's Twitter account and leveled up the engagement numbers.

## CONFEDERATION OF TRADE ASSOCIATIONS (CACB)

DEC 2017 - MARCH 2018 (freelance)

- **FREELANCER:** Support in the reports of the projects of ALINVEST 5.0, project of the European Union.
- Translation of texts from Spanish into Portuguese and Portuguese into Spanish.

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## VOLUNTEERING

MAY -2022

ALL KINDS OF LOVE

- **PROJECT CREATOR:** Headed a volunteering project and managed donations, the volunteers, the activities and social media. We got 800 dollars (in 2 weeks), made one morning of games and took care of 30 orphan children.

## HARD AND SOFT SKILLS

- Social Media
- Instagram
- Facebook
- Tik Tok
- Adobe
- Strong interpersonal
- Customer Service
- Marketing
- Marketing Campaigns
- Scheduling
- Calendar
- Events
- Content Creation
- Digital Marketing
- Reports
- Presentations
- X Analytics
- LinkedIn Analytics
- Hospitality
- Problem Solving
- TeamWorker
- StoryTelling
- Copywriting
- SMO
- Microsoft Word
- Microsoft Excel
- Social Footprints
- Fast learner
- Strong communication
- Multi-Tasking
- Proactive
- Content creation
- Sales