

Elbia Myreyle Chavez Zirena

5318 Chester Street – Vancouver, BC

+1 236 514 9826

E-mail: elbia.myreyle@gmail.com

Portfolio: <https://bit.ly/3r9sGJZ>

LinkedIn: <https://rb.gyd129>

Digital Marketing / Communications / Graphic Designer

Creative and articulate marketing professional with 4 years of experience bringing attention to detail, disruptive knowledge, and implementing client-centered strategies, aiming to improve brand awareness and presence across platforms with extensive experience in building and running successful campaigns. Leading teams of professionals to meet and exceed expectations staying up to date with industry trends and best practices on digital marketing.

Relevant Work History (*currently on an open work visa*)

Teamsters Union 155 – Vancouver, BC

2023

Social Media Manager - Freelance

- Implemented communication plan executing strategies and tactics while coordinating between teams and external consultants. Assessed the effectiveness of the plan and provided recommendations.
- Created a social media calendar monthly, monitored social media, listened, replied, and provided analysis and engagement metrics. Compiled and edited content for blog, newsletter, and social media.
- Demonstrated exceptional oral and written communication skills, along with successful outcomes in interpersonal interactions, impactful presentations, and effective public relations.

Immigration Services Society of BC – Vancouver, BC

2023

Marketing Assistant - Internship

- Demonstrated ability to work in a project-based environment and handle multiple and concurrent priorities, ending with successful marketing campaigns.
- Managed and updated content calendar for the whole marketing department as well as collected quantitative and qualitative data from campaigns to perform an analysis and research in trends and competition.
- Created media posts and video content for different platforms.

Calltime Mental Health – Vancouver, BC

2023

Social Media Manager – Recruited in March.

- Supervised company presence across social media channels by curating and creating interactive, creative, and informative content by implementing marketing strategies and campaigns to promote our services.
- Analyzed engagement data, identifying trends across different customer targets by platform, and planning digital PPC ads campaigns on Google and Meta to maintain and build online community.
- Collaborated with program partners and sponsors to develop customized physical and digital collateral, demonstrating how our collaborative efforts strengthened partnerships and aligned with branding goals.

Ishraq Hospitality - Dubai, Dubai

2022

(*Owners of Crowne Plaza, Holiday Inn, Staybridge Suites, 4 Holiday Inn Express Hotels, bars, spas and restaurants*).

Marketing Executive

- Created the content strategy for 8 hotels, 10 F&B outlets, spas, and AlMulla travel agency. Starting from ideation, calendar planning, implementation, analysis, and reporting increasing 35% in average social media presence through followers, awareness, and leads. See portfolio for video content, photos, and text (<https://bit.ly/3r9sGJZ>)

Marketing Assistant

- Measured with OKRs the delivery of campaigns and influencer marketing. Lead and oversee marketing and communications across key media channels (Meta, Google, TikTok) using strategic plans and tactics.
- Conducted market research to identify target audiences and evaluate market trends, monitored, and analyzed campaign performance using analytics tools to measure effectiveness and make data-driven decisions.

Harrah's and Harveys by Caesars Entertainment – California, USA

2018 to 2019

Marketing Associate

- Maintained and created relationships with guests by executing 36 marketing campaigns on-site.

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- Developed promotions and organized events. Executed 12 events with full-house results, and this led to growth in 25% of the client database. Provided day-to-day communications support.

Other Work Experience

Fairmont Pacific Rim – Botanist – Vancouver, BC **2022 - 2023**

- Understood the flow of traffic with time management and project coordination skills, with the ability to meet strict deadlines and work quickly when needed.
- Streamlined event coordination process, resulting in a 20% reduction in errors and a 15% increase in customer satisfaction. Grew sales by 25% through strategic partnerships and cold calling, resulting in increased revenue and brand recognition. Provided crucial support for events through the creation and distribution of promotional materials and resources.

National University of Saint Agustin - Arequipa, Peru **2020 to 2021**

Quality Control Associate

- Coordinated and led the service quality of 14 study programs, including the Marketing program following the national high education standards. Achieving 13 with national pre-accreditation for 3 years and one with 6 years.

Walt Disney World - Florida, USA – Events/Ride/Guest Control

Kalahari Resorts - Wisconsin, USA - Recreations and Events

Education

Langara College – Vancouver, BC **2021 to 2023**

Post Degree Diploma in Marketing Management

National University of Saint Agustin – Arequipa, Peru **2014 to 2019**

Bachelor's in Marketing

Cibertec Technical Institute – Arequipa, Peru **2017 to 2020**

Technical Degree in Graphic Design

Volunteering – Community Involvement

BC Chapter of the American Marketing Association **2024**

Speaker Support and Logistics Manager

Nabs West – Vancouver, Canada **2023- 2024**

Nabs Ambassador and Event support

Digital Media Marketing DMM Club– Vancouver, Canada **2022 – 2023**

Vice president

Public Relations Manager

Girls Go Social – Dubai, Dubai **2022**

Team Ambassador and event organizer

Marketing Quality – Arequipa, Peru **2020-2021**

Student Alumni supervisor

Technical Skills

Adobe Suite: Photoshop, Illustrator, InDesign, Premiere, Lightroom

Google: Workspace, G. Ads, G. Analytics, G. My Business, G. AdWords.

Social Media: Facebook Ads, TikTok Ads, Spotify ads, Instagram ads, Later, Hootsuite, Planoly.

Shopify and WooCommerce implementation. Photography and video editing for virtual and printed media.

Email Marketing: MailChimp, Get Response, Mailer. **WordPress:** Implementation and creation of websites.

Social scheduling: Sprout Social, Later, Hootsuite **Other:** Canva.