



KAMILA LIU

MARKETING SPECIALIST

PROFESSIONAL SUMMARY

► Mandarin speaking marketing professional with experience in expanding Company's digital presence, successfully managing social media accounts with demonstrated writing and communication skills.

EDUCATION & TRAINING

Diploma in Social Media Marketing

Australia Pacific College
Jul 2017 - Aug 2018

Masters in International Business

Guang Dong University of Foreign Studies
Jul 2014 - Jul 2016

► Awarded Full Scholarship by the Chinese Scholarship Council

Bachelor in Economics

Pontifical Catholic University of Rio de Janeiro
Jan 2008 - Dec 2011

SKILLS AND COMPETENCES

- English / Mandarin / Portuguese/ Spanish
- Adobe Photoshop and Canva
- Social Media Marketing
- Google Adwords & Analytics
- SEO
- Content Management (Wordpress)
- Document formatting (Microsoft Office)
- Excellent communication skills
- Customer Service skills

PROFESSIONAL EXPERIENCE

Marketing Specialist - Sydney, Australia

Atlas Motor Body Works - Panel shop specialised in Prestige/Classic Cars (May 2018 - Till date)

- Developing and communicating marketing plans, campaign results and project recommendations to senior management team.
- Creating visual content and an assortment of marketing materials including brochures, presentations and print ads.
- Optimising and maintaining company website and social media channels.
- Managing the Google Adwords account and writing monthly reports on sales using Google Analytics.
- Coordinating the production of the new version of the Company's website using Wordpress.
- Writing content for the Company's new website using SEO's best practices.

Marketing Specialist - Sydney, Australia

I'm in The Right - Accident Management Company (Oct 2017 - May 2018)

- Coordinating production of advertising campaigns involving specialised activities, such as artwork, copywriting, media scripting, within time and budget constraints.
- Preparing Company's presentations by formatting content and graphics.
- Developing an assortment of marketing tools including brochures and print ads.
- Analysing marketing results and generating reports.
- Composing and posting content and creating artwork for social media accounts and website.
- Planning and implementing social media content calendar.
- Reporting on online reviews and feedback from customers on social platforms.
- Liaising with Mandarin speaking customers and third parties.

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PROFESSIONAL EXPERIENCE

Sales Assistant - Sydney, Australia

Peter Sheppard - Women's Fine Footwear Retail Store (May 2017 - October 2017)

- Meeting multi-sales goals with consistent upselling.
- Following up on all customer related procedures.
- Effectively handling customer complaints and returns.
- Assisting customers with questions, problems and complaints in person and via telephone.
- Balancing the cash register; administering bookkeeping at the end of each day, week; and handling bank deposits and change withdrawals

Digital Marketing Specialist - ChengDu, China

IObit - PC Security Software Company (Sep 2015 - July 2016)

- Writing weekly reports of the results of all the marketing activities through data from Google Analytics.
- Managing the Brazilian Affiliate partners network and Google Adwords & Analytics account.
- Creating engaging content for the Facebook page.
- Contacting Youtube influencers to develop partnerships.
- Promoting the product in related forums, blogs and communities.
- Translating press releases and website content from Mandarin to Portuguese and English.
- Contact person for all the Brazilian and Portuguese Media Business Development and Marketing.

Digital Marketing Specialist - Rio de Janeiro, Brazil

MultiArt - Import and Export Company (Feb 2012 - Jan 2014)

- Managing strategy and setup of all paid campaigns.
- Providing strategic and tactical direction and technical input into the development of promotional material.
- Managing online marketing efforts including email marketing content and schedule.
- Measuring the effectiveness of all advertising, marketing and communications strategies.
- Organising and attending industry trade shows and events to promote the business brand.

Volunteer English Teacher - Brazil

NGO Educari (Jul 2011 - Jul 2013)

- Teaching English language to teenagers (12-15 years) at the Vidigal Slum.

REFERENCES

Available upon request.