

Angela Moreira

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SKILLS

LANGUAGES

- French - English - Cape-Verdean Creole - Brazilian Portuguese

COMPUTING

- **Microsoft Office Suite:** Word, Excel, Power Point, Publisher,
- **Mac Editing Programs:** Final Cut Pro, Soundtrack Pro
- **Wordpress**
- **Infusion Soft**
- **Adobe Creative Suite:** Photoshop, Illustrator, Dreamweaver, Flash, InDesign, Premiere Pro
- **FileMaker Pro**
- **Quickbooks**

WEBSITES CREATED

<http://www.virginiamcalester.net>

<http://womenspoliticalcommittee.org>

<http://meryldan.com>

www.thatcampingshow.com

www.wsuband.wayne.edu

www.ludothèque-thonon.fr

www.movingmediafilmfestival.com

PROJECTS

August 2015 & August 2016: ZOUK NIGHT LOVE MUSIC FESTIVAL – ZOUKMX/KIZOMBAMX

Event Co-Organizer

Both events were held in Mexico, and organized from our headquarters in Los Angeles. The international Music & Dance Festivals feature 2 types of dances, Brazilian Zouk and Kizomba (African Dance). Participants come from Europe, North America and South America to partake in the event. The first year, we hosted about 250 people, and this year, we counted a little bit over 350 participants. The events mainly consist of dance workshops during the day, parties in the evening.

For both events, I worked on the following tasks:

- Marketing (website update and creations of flyers and T-shirts),
- Promotions (eventbrite sales, Facebook event creation, promotions and sponsored ads),
- Budget & Balance Sheet
- Artists Selection (instructors & DJs)
- Scheduling (workshops),
- Logistics (artists' flights, airport pick-ups, room scheduling, artists' accommodations and food),
- Volunteers team supervision and schedule, etc.

May 2014 & May 2015: LA ZOUK CONGRESS – Event Coordinator

November 2013, October 2014 & October 2015: FANDANGO OBON – Marketing/Event Coordinator

July 2013 – December 2013. DAN FOGELBERG MUSICAL | PART OF THE PLAN – Marketing Coordinator

April – June 2013: BANDITS & HEROES, POETS & SAINTS, POPULAR ART FROM THE NORTHEAST OF BRAZIL. Con/Vida. Marketing Coordinator & Video Editor

May 2012 – May 2013: DOWNRIVER. Michigan Creative Film Alliance. Marketing/P.R./Graphic Design

May 2012: MOVINGMEDIA STUDENT FILM FESTIVAL. Festival Coordinator

PROFESSIONAL EXPERIENCE

December 2015 – Present. Fox Network Group. DATA ADMINISTRATOR, LOCALIZATION

- Archive, restore, and delete data using propriety software, system software, and command line interfaces
- Manage multiple storage volumes to keep data organized and maintain a healthy percentage of free space
- Input necessary metadata into asset management databases to ensure that the data is being accurately archived and easily searchable by all departments
- Perform basic quality assurance tests on data to ensure that the files adhere to the correct file naming convention and format specifications

February 2015 – October 2015. Planet Green. MARKETING COORDINATOR

- Email Marketing:
 - Created email marketing campaigns to promote the company's products and services
 - Ensured marketing message were conveyed clearly and delivered properly to prospects

- Proofread emails for clarity, grammar, and spelling
- Included specific graphics, incentives, and detailed descriptions
- Created database of emails for lead generation
- Purged non-deliverable email addresses and opt-outs
- Tracked and analyzed direct and interactive marketing campaigns
- Used statistical analysis and reports to create campaigns
- Social Media: Developed and shared content across all social media channels (Facebook, Twitter, Instagram, Pinterest)
- Blog: Developed content for the company's blog
- Graphic Design: Created various graphics and collaterals to use on social media outlets, email blasts and various other sites.
- Video Editing

July 2014 – January 2015. *UCLA Events & Transportation* (Randstad Temp. Agency). **MARKETING COORDINATOR**

- Writing: Generated blog posts for <http://beagreencommuter.com>
- Social Media: Managed daily postings for the department's Facebook, Twitter and Instagram
- Events: Researched, Planned, Implemented, Evaluated all the department's events and marketing campaigns

November 2013 – June 2014. *Warner Bros - DC Comics* (ActOne Temp. Agency). **METADATA ASSISTANT, DIGITAL**

- Managed DC Comics' database: Track, edit, handle entries. Maintained metadata records for past and upcoming issues using the metadata tool (FileMaker Pro). Sent all the digital content to the appropriate parties
- Prepared upcoming sales spreadsheet
- Read/Reviewed upcoming comic issues such as Vampire Diaries, Smallville, Looney Tunes, Scooby Doo, etc.

January 2012 – Present. **FREELANCE WORK**

- October 2013 – Present. *Great Leap*, Los Angeles. **OPERATIONS & MARKETING ASSOCIATE**
- **Events/Marketing:** Help with the organization of events, make promotional posters and flyers for events, videography
- Social Media: Update all social media outlets
- July 2013. *Meryl Marshall-Daniels*, Los Angeles. **WEB DESIGNER**
- Redesigned website for Two Oceans Consulting Group and Women's Political Committee
- June 2013 – July 2013. *PTSD365*, Detroit. **WEB & LOGO DESIGNER**
- Created the logo and website for PTSD365, webisodes about the effects of non-military instances of PTSD on the civilian population
- April – June 2013. *Con/Vida*. **VIDEO EDITOR**
- Edited videos for the "BANDITS & HEROES, POETS & SAINTS, POPULAR ART FROM THE NORTHEAST OF BRAZIL" exhibition, to take place at the Charles H. Wright Museum of African American History in August 2013
- March – June 2013. *That Camping Show*. **SOCIAL MEDIA/WEB MANAGER**
- Updated all social media outlets in order to build an audience for the show
- Created the website with Dreamweaver and update it periodically
- May 2012 – May 2013. *Michigan Creative Film Alliance*, Detroit – **P.R. & 2ND ASSIS. CAMERA**
- Responsible for all public relations, press contact, sponsorship, social media development and graphic design for the alliance new movie project, DOWNRIVER, and secured placement in the Detroit Free Press, The Oakland Press, the Huffington Post Detroit, the Wyandotte Patch, the News Herald, etc.
- January – Dec. 2012. *ArtCorps Detroit*, Detroit – **ONLINE MARKETING**
- Recorded and promoted the organizations by capturing people and stories through videography

Sept. 2011 – Dec. 2012. *WSU Dept. of Com*, Detroit – **EVENTS & MARKETING GRADUATE STUDENT ASSISTANT**

MetroArts Detroit TV Show, broadcasted on Detroit Public Television (DPTV)

- Studio Assistant: Created a detailed inventory list
- Increased Created and managed the website, social media (increased the Facebook fan base by 220% and the Twitter fan base by 200%) and media relations
- Executive Producer: Contacted and managed guests' appearances

2012 MovingMedia Student Film Festival:

- Took the festival from a regional to an **international event**
- Raised monetary sponsorship from \$0 to \$3,000, and collected in-kind donations valued at \$2,000
- Monitored all **public relations**, press contact and online media presence
- Managed all marketing/promotional materials (print, web, social media)
- Organized various events, such as the opening and award ceremonies, the TechFair, the screening schedule

May 2010 - July 2010. *Goodwill Industries of Greater Detroit*, Detroit, MI - **PUBLIC RELATIONS & SPECIAL EVENTS INTERN**

- Assisted with the organization and execution of various events
- Wrote press releases for various events and news

Jan. 2010 - May 2010. *Capuchin Soup Kitchen*, Detroit, MI - **VOLUNTEER**

- Provided after school programs and activities to underprivileged children in a safe and engaging environment.

Sept. 2010 - March 2011. *ChannelNet*, Dearborn, MI - **WEB CONTENT COORDINATOR**

- Responded and recorded client requests (French and English)
- Updated clients' website, and set-up search engine optimization
- Set-up SEO (Search Engine Optimization) for new clients

Sept. 2009 - August 2010. *WSU Dean of Students Office*, Detroit – **GRAPHIC DESIGN ASSISTANT**

- Responsible for social media (Facebook, Twitter, Flickr and YouTube)
- Responsible for creating and updating the DOSO website
- Created new web site for different student bodies
- Created various collateral materials
- Created videos

EDUCATION

WAYNE STATE UNIVERSITY – Detroit

- 2011 – 2012: **Graduate Certificate** in Communication and New Media
- 2010 - 2012: **Master of Arts in Communication** with a concentration in Media Arts **GPA: 3.8**

WAYNE STATE UNIVERSITY – Detroit

- 2008 – 2010: **Bachelor in Public Relations** Honors– Graduated Cum Laude **GPA: 3.6**

SCHOOL OF VIENNE / ST ROMAIN EN GAL – St. Romain en Gal, France

- 2005 – 2007: **B.T.S. Communication des Entreprises** – French degree in business, communications, publicity, advertising and graphic design