

# ANGELA MOREIRA, MA

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**BRAND STATEMENT:** Motivated marketing self-starter with a strong work ethic and 10+ years of experience. Possesses practical knowledge in online/web marketing, social media, events management and thrives in fast-paced environments. Fluent in French, Brazilian Portuguese and Cape Verdean.

## RELEVANT PROFESSIONAL EXPERIENCE

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**Sr MARKETING COORDINATOR, FOX STUDIO LOT** June 2018 - Present

Fox Corporation (Film, TV, Sports), Los Angeles, CA

- **Marketing Strategy:** Plan and execute the relaunch strategy for 11 production services departments, post production services, food services and special events

Monitor all the stages of the campaigns to guarantee effectiveness

- **Marketing Budget:** Draft and execute the budget to stay within constraints

- **Print and Online Marketing:** Create and manage all print and web ads for the Fox Lot, Create catalogues, brochures and pamphlets, Manage the department's websites: [www.foxstudiolot.com](http://www.foxstudiolot.com) and [www.foxcanvasroom.com](http://www.foxcanvasroom.com)

- **Social Media:** Manage all platforms (Facebook, Twitter & Instagram) and engage with fans

- **Promotional Marketing:** Manage orders and distribution of promotional marketing products, Create quarterly a newsletter for Fox Sound Services

- **Analytics:** Evaluate all marketing efforts

- **Events:** Host professional industry events on the lot, and represent the studio at off-lot industry events

**QC (QUALITY CONTROL) SCHEDULER, FOX MEDIA SERVICES** September 2017 - June 2018

Fox Corporation (Film, TV, Sports), Los Angeles, CA

- **Workflow Management:** Scheduled/managed unsupervised and client supervised QC projects through the facility, and QC operators work schedules

- Communicated QC statuses on a daily basis for Specialists and Project Managers

- Fostered and maintained a proactive project management relationship with clients

**DATA ADMINISTRATOR, FOX MEDIA SERVICES** December 2015 - September 2017

Fox Corporation (Film, TV, Sports), Los Angeles, CA

- **Files Management:** Archived, restored and deleted data using proprietary software, and command line interfaces

Inputed necessary metadata into asset management databases, Creation and offload of LTO tapes

- **Localization:** Prepared international projects for editors

**MARKETING MANAGER** October 2013 - Present

Great Leap, Los Angeles, CA

- **Events & Marketing:** Helped organize events, creation of promotional materials, videography

- **Online Marketing:** Created and distributed monthly e-newsletter, update social media sites

**MARKETING COORDINATOR** February 2015 - October 2015

Planet Green, Chatsworth, CA

- **Email Marketing & Social Media:** Created email campaigns and developed content for all social media channels

- **Writing:** Developed content for the company's blog

- **Graphic Design:** Created various web graphics and print collateral materials

**MARKETING COORDINATOR** July 2014 - January 2015

UCLA Events & Transportation, Los Angeles, CA

- **Writing:** Generated blog posts for [www.beagreencommuter.com](http://www.beagreencommuter.com)

- **Social Media:** Managed daily postings on Facebook, Twitter and Instagram

- **Events:** Researched, planned, implemented, evaluated the department's events and marketing campaigns

**METADATA ASSISTANT, DIGITAL**

November 2013 – June 2014

DC Comics, Burbank, CA

- **Files Management:** Tracked, edited marketing content and metadata records for past and upcoming issues, Sent all the digital content to online clients
- **Editorial:** Reviewed/prepped upcoming issues for Vampire Diaries, Smallville, Looney Tunes, Scooby Doo

**EVENTS & MARKETING GRADUATE STUDENT ASSISTANT**

Sept. 2011 – Dec. 2012

Wayne State University, Detroit, MI

- **MetroArts Detroit**, broadcasted on Detroit Public Television: Studio Assistant & Executive Producer
- **MovingMedia Student Film Festival 2012:** Event Coordinator, Fundraising & Marketing

**WEB CONTENT COORDINATOR**

Sept. 2010 - March 2011

ChannelNet, Dearborn, MI

- **Client Management:** Responded and recorded client requests (French and English)
- **Project Management:** Updated clients' website, and set-up search engine optimization SEO

**EDUCATION**

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WAYNE STATE UNIVERSITY - Detroit, MI

- **Graduate Certificate** in Communication and New Media 2011-2012
- **Master of Arts in Communication** with a concentration in Media Arts 2010-2012
- **Bachelor in Public Relations Honors-** Graduated Cum Laude 2008-2010

SCHOOL OF VIENNE / ST ROMAIN EN GAL - France

2005-2007

- **"B.T.S. Communication des Entreprises"** - Degree in business, communication, advertising, graphic design