

ANGELA MOREIRA, MA

(248) 224-5171

moreiraangela84@gmail.com

www.moreiraangela.com

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

RELEVANT PROFESSIONAL EXPERIENCE

Sr MARKETING COORDINATOR

June 2018 - Present

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

- **Marketing Strategy:** Plan and execute the marketing strategy for 11 production services departments, post production services, food services and special events
 - Develop and execute strategic marketing campaigns to guarantee effectiveness
- **Marketing Budget:** Draft and execute a budget of 500 thousand dollars
- **Print and Online Marketing:** Create and manage all print and web ads, catalogues, brochures and pamphlets (print and online), marketing decks, etc.
- **Web:** Develop and execute online content including ads, online promotions, email newsletters using the platforms Salesforce and Mailchimp
 - Webmaster and consultant for three websites
- **Email Marketing:** Create newsletters for Fox Scoring, Fox Sound Mixing, and Fox Grip & Canvas
- **Social Media:** Organically increased followers on Twitter, Facebook, and Instagram
- **Promotional Marketing:** Manage orders and distribution of promotional marketing products,
- **Analytics:** Conduct surveys and analytics to evaluate all marketing efforts
- **Events:** Attend and develop industry events on the Fox Studio Lot to increase customer base

MARKETING MANAGER

October 2013 - Present

Great Leap, Los Angeles, CA

- **Content Marketing:** Creation of print and online marketing collaterals
- **Digital Marketing:** Webmaster for the website, Create and distribute e-newsletter,
- **Social Media:** Execute social media strategies for Facebook, Instagram, Twitter and YouTube
- **Events:** Event management by supporting the organization's events

QUALITY CONTROL SCHEDULER

September 2017 - June 2018

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

- **Workflow Management:** Managed and scheduled unsupervised and client supervised QC projects through the facility
- **Supervisor:** Led a team of 18 QC operators and oversaw their work schedules
- **Project Manager:** Followed up with QC rejections to determine the best course of action to expedite deliveries and meet deadlines and communicated statuses on a daily basis to the team
- **Client Relations:** Fostered and maintained a proactive project management relationship with clients
- **Operations:** Restructured QC workflow to improve project management timeline and deliverables

DATA ADMINISTRATOR

December 2015 - September 2017

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

- **Files Management:** Archived, restored and deleted data using proprietary software
- Inputed necessary metadata into asset management databases, Creation and offload of LTO tapes
- **Localization:** Prepared international projects for editors

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:** Generated 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
- **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:** Prepped upcoming issues for Vampire Diaries, Smallville, Looney Tunes, Scooby Doo

MARKETING GRADUATE STUDENT ASSISTANT

September 2011 – December 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

September 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

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