

# ANGELA MOREIRA

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**BRAND STATEMENT:** *Motivated self-starter with a strong work ethic and 12+ years of marketing experience. Possesses practical knowledge in marketing strategy, digital advertising, streaming, OTT, CTV, DOOH, event marketing, creatives assets, and more. Thrives in fast-paced environments. Fluent in French, Brazilian Portuguese and Cape Verdean.*

## RELEVANT PROFESSIONAL EXPERIENCE

### **SENIOR MARKETING MANAGER** (Promoted)

October 2022 – Present

Public Media Group of Southern California (PBS SoCal, KCET, LinkTV), Los Angeles, CA

Develop, implement and manage marketing strategy and paid advertising campaigns to promote tune-in and streaming for PBS SoCal, KCET and Link TV programs across all platforms as the company increases its brand awareness within the digital space.

#### Most Recent projects:

- Onboarded Google Marketing Platforms to manage the organization's digital campaigns across the web and mobile apps by optimizing ad serving, targeting, verification, and reporting.
- Onboarded Treasure Data to build customer journeys to connect customer interactions across multiple channels for personalized and efficient conversion.

### **MARKETING MANAGER**

October 2020 – October 2022

Public Media Group of Southern California (PBS SoCal, KCET, LinkTV), Los Angeles, CA

- **Strategy:** Develop and implement media plans including creative development, tactics, budget, and tracking to ensure a successful campaign
- Identify digital trends to improve performance such as site traffic, conversion rates & account approval rate
- **Management:** Supervise marketing team, and project manage cross-functional programs with tight deadlines
- **Creative:** Partner with internal teams to optimize consumer facing campaigns and produce key art, on-air spots, digital/social materials, prints, radio spots, promo toolkits, decks, OOH & OTT assets and more.
- **Data Analysis:** Manage performance reporting for marketing tactics to measure ROI

### **Sr MARKETING COORDINATOR, FOX STUDIO LOT**

June 2018 – October 2020

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

- **Strategy:** Planned, executed and monitored the marketing relaunch strategy for 11 production services departments, post production services, food services and special events
- **Budget:** Drafted and executed a marketing budget of \$500,000 to stay within constraints
- **Print and Online Marketing:** Created and managed all print ads, digital ads and the websites for the Fox Lot
- **Social Media:** Managed all platforms (Facebook, Twitter & Instagram) and engaged with fans
- **Promotional Marketing:** Managed orders and distribution of promotional marketing products
- **Analytics/Results:** Evaluated all marketing efforts and ROI with Google analytics, and other platforms
- **Events:** Hosted industry events on the lot, and represented the studio during industry events

### **QC (QUALITY CONTROL) SCHEDULER, FOX MEDIA SERVICES**

September 2017 – June 2018

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

- **Workflow:** Scheduled/managed QC projects through the facility, and QC operators work schedules
- **Management:** Led a team of 18-20 QC operators and oversaw their 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. Inputted necessary metadata into asset management databases
- **Localization:** Prepared international projects for editors

**VOLUNTEERING**

**MARKETING MANAGER & BOARD MEMBER**

October 2013 – Present

Great Leap, Los Angeles, CA

**EDUCATION**

WAYNE STATE UNIVERSITY - Detroit, Michigan

- **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 2007- 2010

SCHOOL OF VIENNE / ST ROMAIN EN GAL – France 2005-2007

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