

Fernanda Steigman

English • Português • Español

Inbound / Outbound Marketing & Advertising Professional

A multi-cultural, exceptionally creative and credentialed marketing professional with a diverse background in business development, creative process, traditional & Internet marketing. Competence in Adobe CS, SEO, Google Analytics, and website architecture. Able to quickly grasp company mission, objectives and identify or establish meaningful KPIs.

954-560-5651 • fernanda@steigman.com

Professional Experience

Advertising

- Advertising Campaign Strategy
- Photography
- Creative Briefs
- Case studies
- Creative strategy / visual

Marketing

- SEO Optimization
- Brand Monitoring
- Website Architecture, Usability&Findability
- Internet Marketing Strategies
- Viral Marketing
- Google Adwords & Analytics

Social

- Blogs
- Reputation Monitoring
- Facebook
- Twitter
- Instagram
- Pinterest
- CGC/CCC Content

Computer

- Adobe CS
- MS Office
- Measurement and Analytics tools
- Multi-media

Education and Training

MS Internet Marketing

Full Sail University 2014

Executive Project Management

Florida Atlantic University (FAU) 2012

BS Advertising & Marketing

The Art Institute (AIFL) 2008

First Cert., English Language

Cambridge University Ext. 1999
London, England

Marketing & Advertising Consultant

Fort Lauderdale, FL & Sao Paulo, Brazil 2012 - present
Responsible for business development and client-specific strategy and messaging in both traditional and digital media. Managed in-house and external creatives as well as social media campaigns for a variety of B2C, B2B & P2P clients.

Português Marketing Coordinator

Miami, Florida
In depth Market Opportunity Research and Analysis for Brazil and Portugal. Creation of Portuguese language collateral material. Prepared detailed analysis report and coordinated with distributors in Europe and Brazil increasing sales, expanding territory and forecasting economic adversities.

Belzona, Inc.

2011 - 2012



Field Marketing Coordinator

SE Florida
Prioritized marketing opportunities within districts on weekly basis. Developed and executed local marketing plans Thought outside the box allowing the introduction of some new marketing opportunities for the traditional H&R Block brand such as participation in the Pride Parade in Wilton Manners, FL. which proved highly successful. Effectively targeted the significant Brazilian population of South, FL.

H&R Block

2010-2011



Marketing Coordinator

Cleveland, Ohio
Coordinated B2B and consumer marketing efforts while reporting to the CMO. Managed efforts of freelance graphic and web professionals. Personally created collateral material, ads B2B and B2C. Created and presented the Integrated Marketing Plan (IMC)

Comet Technologies, LLC

2008 - 2010



Marketing Assistant (Internship) NBC6 TV / Telemundo 51

Miramar, Florida 2007-2008
Assisted in production of TV commercials, scripts, editing through airing. Assisted with sales presentations, including creating and executing promotional strategies. Reported directly to marketing director. Ensured availability of campaign material & collateral while meeting tight deadlines. Hands-on involvement in campaigns from beginning strategy, video and editing. Brought up the issue that all data should be collected electronically, which was immediately implemented



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Advertising Skills

- Advertising Campaigns
- Photography
- Design and Layout
- Public Relations
- Creative Briefs
- Branding
- Typography
- Concept Development

Marketing Skills

- Promotions
- Business Plan
- Business Prospectus
- Team / Project Management
- Budgeting
- Sales Techniques
- Marketing Research
- Integrated Marketing campaign

Computer Skills

- Mac & PC Platform
- Adobe Photoshop
- Adobe Illustrator
- QuarkXPress
- Microsoft Word
- Microsoft Excel
- Power Point

Related Experience

- | | | | |
|---|----------------------------|----------------------------|----------------------|
| Internship | NBC6 TV Station | Miramar, FL | 2007/2008 |
| <ul style="list-style-type: none">• Assist on sales presentations, including creating and executing promotions strategies• Assist in the production of TV commercials from filming, scripts, editing through airing• Participated in graphic creation such as logos, ads, and promotions pieces• Web advertising such as contests, sweepstakes and associated research | | | |
| Freelance | US Lending Partners | Fort Lauderdale, FL | 2005 -present |
| <ul style="list-style-type: none">• Collateral material• Ad creation | | | |

Professional Experience

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|---|-------------------------------|---------------------------------|-----------------------|
| Business Co-owner | Skin-Therapeutics, Inc | Fort Lauderdale, FL | 2004 - present |
| A full service spa specializing in skin beautification and treatment of skin disorders. | | | |
| <ul style="list-style-type: none">• Manage and schedule staff of eight technicians and one assistant manager• Developed and executing detailed business plan• Developed marketing plan which has served to increase same-month revenue by 20% | | | |
| Ice Skating Coach | Glacier Ice Arena | Fort Lauderdale, Florida | 2000 – 2005 |
| <ul style="list-style-type: none">• Coaching and instructing figure skating students of all proficiencies• Prepare students for competition including choreographing routines | | | |

Education And Training

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| The Art Institute Of Fort Lauderdale
Fort Lauderdale, FL | Bachelor of Science in Internet Marketing & Advertising | 2008 |
| Cambridge University
Marble Arch Extension
London, UK | First Certificate in English Language | 1996 |

Accomplishments

- Best Campaign, AIFL 2006 for Ferragamo Ties
- Ad Work exposed in Student Art Show 2006
- Second Place, logo contest, AIFL, Visionary Women
- Dean's List on 2005

Languages

Portuguese, English, Intermediate Spanish