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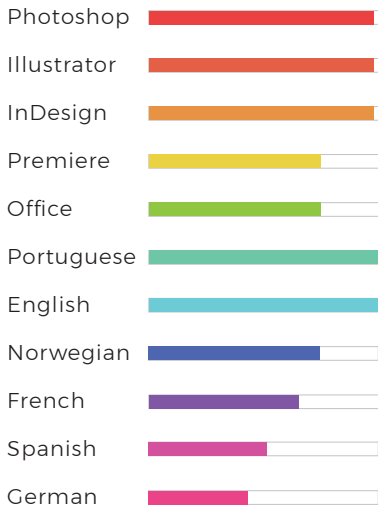
PROFILE

I'm a fashion marketer, finishing my studies in the Fashion Marketing program at LaSalle College (March/2021), as well as a graduated graphic designer, earning my degree at Unicuritiba in Brazil (2014). I'll be studying Business Communication (BA) at UCW from October/2021.

My work focuses mainly on marketing planning, e-branding, and digital communications such as social media.

I have worked with international clients, major Brazilian brands, and have over 8 years of experience in the communication field.

SKILLS



EDUCATION

CURRENTLY

LASALLE COLLEGE VANCOUVER

04/2019-03/2021 – DIPLOMA IN FASHION MARKETING

PAST

PUC-PR | CURITIBA, BRAZIL

2016-2017 – DIGITAL COMMUNICATION AND E-BRANDING

2014-2015 – STRATEGIC MANAGEMENT AND PLANNING

UNICURITIBA | CURITIBA, BRAZIL

2012-2014 – DIPLOMA IN GRAPHIC DESIGN

PREVIOUS EXPERIENCE

SEVEN LEAGUES – 2020

INTERNSHIP

Oct/20 to Dec/20. Internship as an in-house social media manager, working remotely. Planning, creation, and posting of content on Facebook and Instagram, one post per week. Researching informative and accurate content, writing full posts on subjects researched, designing a layout identity for the brand's social media.

AZA COMUNICAÇÃO – 2015-2019

BUSINESS OWNER

Providing graphic design and social media services for other businesses; leading projects as an outsourced service provider inside advertising agencies; managing strategic and marketing schedules; coordinating branding projects including directing institutional videos and photoshoots for various-sized companies with my business partner and eventual third-party contractors, managing the teams. (Small) business management skill also acquired.

BOMBAI COMUNICAÇÃO – 2017-2018

OUTSOURCED SENIOR ART DIRECTOR

Aug/17 to Mar/18. Briefing and managing Junior art director; managing, briefing and creating on-line and off-line layouts and ensuring the following of branding guidelines, including social media, print and out-of-home materials and campaigns for various national brands.

THE PEPPERS BAR – 2017-2018

OUTSOURCED SENIOR ART DIRECTOR

Feb/17 to Mar/18. Managing the bar's brand in social media, creating internal, external, digital, print, on and off-line material and media for parties, promotions, posts and videos for Facebook and Instagram.

CULTURA INGLESA – 2013-2015

SOCIAL MEDIA

Aug/13 to Apr/15. In-house social media. Planning, creating, curating and managing both visual and written content for the English school's Curitiba branch Facebook, also photographing the school's events.