

## RESUMÉ

### Cintia de Castro Stela

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#### Summary

I am a creative, meticulous, organized and hardworking person. My career background is in advertising and marketing, ranging from designing brand identities to developing websites. I earned a bachelor's degree in Communications and Advertising in my hometown of São Paulo, Brazil, but for the last 8 years I have worked and lived in Vancouver, Canada. I've developed a wide range of skills working at a local Vancouver marketing agency, as well as running my own graphic and web design business. I am now looking to become a Digital Marketing Specialist, and I've been taking online courses and tutorials focused on that goal. I am also taking a Marketing Strategy course this January 2017, which will add to the foundation and backbone of the Digital Marketing Specialist position I'm after.

I am proud to have been granted Canadian Citizenship earlier this year, and to be a well rounded professional who can comfortably and effectively communicate both in English and Brazilian Portuguese.

#### Professional Profile

- ★ **Organized, Clear, Focused.** I absolutely love to present clear messages, and anticipate solutions to potential problems. I'm a fast, yet responsible worker.
- ★ **Proactive, independent, entrepreneur-spirit.** I have strong teamwork skills, but also work well independently. I am very comfortable with telephone or in-person conversations, always with a positive and friendly attitude.
- ★ **Brand development experience,** including logo design, brand identity, collateral packages (stationery) and more.
- ★ **Solid design and layout skills,** including conceptualizing art ideas, graphics creation, image manipulation, typography selection.
- ★ **Advertising background,** including art direction and copywriting ideas for ads.
- ★ **Website design and development,** including strategic planning, web programming and custom WordPress theme development for professional services firms.

#### Career History

- ★ **Skunkworks Creative Group** – Associate Creative Director – *Vancouver, Canada (Aug 17, 2015 – Current)*  
Custom website design and development (WordPress). Design and creation of logos, brand identity, stationery, collateral, and print ads. Clients: CAM LLP Lawyers, CBM Lawyers, MacTuc Lawyers, Canada West Veterinary Specialists, Amherst Veterinary Hospital, HH Law, Murphy Battista LLP, Soundid•EARS Clinic, among others.
- ★ **Stela Creative Services** – Graphic Designer, Owner – *Vancouver, Canada (Oct 1, 2012 – Current)*  
Running the business in all its facets: client and account management, accounting, design, branding, planning, website design and development (WordPress). **Clients:** Scientist in Residence Program, CONTI Evolution, FY International, Haystack Recruitment, All Seasons Chiropractic, Career Perspectives, Birch Creek Renovations, among others.
- ★ **Skunkworks Creative Group** – Graphic Designer – *Vancouver, Canada (Jun 15, 2008 – Sep 30, 2012)*  
Design and creation of logos, brand identity, stationery, collateral, and print ads. Custom website design and development (WordPress). Clients: McLaren Trefanenko Inc, BC Court of Appeal, BC Courthouse Library Society, Bronson Jones & Company, Canada West Veterinary Specialists, Campbell Froh May & Rice LLP, Harris & Brun Lawyers, RDM Lawyers, among others.
- ★ **R2 Mix Comunicação Estratégica** – Junior Art Director – *São Paulo, Brazil (Nov 20, 2006 – March 27, 2008)*  
Design and creation of logos, corporate ads and collateral, including other print materials such as annual reports and brochures. **Clients:** DuPont™, Anfacer, BMW Financial Services, Cipatex, Invista and Tendaggi.
- ★ **Smart Propaganda** – Art Assistant – *São Paulo, Brazil (Sep 19, 2005 – Nov 14, 2006)*  
Creation and design of ads, outdoor media, promotional and P.O.P. materials, visual communication, guerrilla marketing, TV and radio spots and packaging design. **Clients:** Café Donuts/Melhor Bocado, Impacto Security, Hudson Gas Station, Café Santo André, Café Ituano, Café Floresta, INPAO Dental Care, Casa Nova Publisher, Hospital Santa Rita, FASP, SIMASP.
- ★ **Café Comunicação Integrada** – Art Assistant  
*São Paulo, Brazil (Feb 10, 2005 – Jun 13, 2005)*  
Graphic design of ads and other print materials, including promotional materials, brand identity, collateral and photo retouching. **Clients:** Record TV Channel, Comgas, Lopes Real Estate Company, Panamericano Bank, Fran Press, GlaxoSmithKline.

- ★ **Principal – Estudo e Turismo no Exterior** – WebDesign and Advertising Freelancer  
*São Paulo, Brazil (Aug 25, 2004 – Feb 04, 2005)*  
In-house creative in charge of development of brand identity and marketing materials, as well as website development.
- ★ **Demanda Pesquisa e Desenvolvimento de Marketing** – Web and Graphic Design Intern  
*São Paulo, Brazil (Mar 1, 2004 – Feb 4, 2005)*  
In-house creative in charge of development of print materials; maintenance of the company's website; English newsletter development; translation of research reports from English to Portuguese; development of graphs and charts.
- ★ **Beyen Brasil Ltda.** – Marketing Intern  
*São Paulo, Brazil (Oct 1, 2003 – Feb 6, 2004)*  
Prospecting for new potential clients, development and improvement of the company's portfolio, creation of letters and animated cards, and development of charts and reports.

## Education

- ★ **Inspere Center of Education and Research** – São Paulo, Brazil  
2017 (Jan 30-Feb 3): Marketing Strategy (Executive Program)
- ★ **Cásper Líbero College** – São Paulo, Brazil  
2006: Bachelor Degree in Communications (Advertising)
- ★ **Escola Panamericana de Arte** – São Paulo, Brazil  
2005: Basic on Art and Design in Advertising
- ★ **Futura Informática** – São Paulo, Brazil  
2002: Webdesign and Internet Extra-Curricular Courses

## Certifications

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| ★ <b>Google Digital Analytics Fundamentals</b><br>October 2013    | ★ <b>Digital Marketing Research – Lynda.com</b><br>December 2016   |
| ★ <b>Online Marketing Fundamentals – Lynda.com</b><br>July 2016   | ★ <b>SEO Fundamentals – Lynda.com</b><br>December 2016   |
| ★ <b>Project Management Fundamentals – Lynda.com</b><br>July 2016 | ★ <b>Google Analytics Essential Training</b><br>January 2017   |
| ★ <b>Google AdWords Search Certification</b><br>August 2016       | ★ <b>Content Marketing Fundamentals</b><br>January 2017  |
| ★ <b>Google AdWords Display Certification</b><br>September 2016   | ★ <b>Hubspot Certification</b><br>(Used Hubspot as a marketing software for 1 year. Watched several tutorials on Inbound Marketing and acquired Hubspot Certification)<br>May 2014 |
| ★ <b>Google AdWords Mobile Certification</b><br>September 2016    |  |

## Technical Skills

- ★ Adobe Photoshop CS6, Illustrator CS6, InDesign CS6, Acrobat Professional
- ★ HTML, CSS/SCSS, PHP (Wordpress), basic jQuery
- ★ Basic-intermediate use of Google Analytics, Google Adwords, Facebook Ads
- ★ Microsoft Office Word, Excel, PowerPoint

## Languages Spoken

- ★ **English:** fluent (I've lived/worked for over 8 years in Canada)
  - (1996-2002) **Cultura Inglesa School** – São Paulo, Brazil: **CAE** (Certificate of Advanced English – 2002)
  - (2008) **CCEL (Canadian College of English Language)** – Vancouver Canada: **Proficiency Level Classes**
  - (2008-2016) **Working and living in Vancouver, Canada**
- ★ **Portuguese:** fluent (mother tongue)
- ★ **Spanish:** basic-intermediate  
(2003) **CNA** – São Paulo, Brazil: Intensive classes.