

Helena Klein

leh.helena@hotmail.com | German Citizen

SUMMARY

As a Marketing professional, I have extensive experience in developing and executing successful marketing campaigns across various channels, including digital advertising, social media, email marketing, and events. I have a strong understanding of consumer behavior, market research, and emerging trends, which enables me to identify target audiences and create compelling content that resonates with them.

SKILLS

- Excellent communications skills
- Written and oral communication skills
- Listening skills
- Team collaboration
- Reliable and punctual
- Energetic self-starter
- Organizational skills
- Supervision
- Digital Marketing
- Project Management
- Event Planning
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premier
- Microsoft Office
- Wordpress

EXPERIENCE

Night Shift Manager, Annex Go Fetch – November 2021 – June 2023
Canada

Supervising and coordinating the work of night shift employees, including shipping and receiving clerks, loaders and unloaders, and drivers. Planning and organizing the nightly workload, ensuring that all shipments are processed and delivered on time and that all trucks are loaded and unloaded safely and efficiently. Monitoring and analyzing night shift performance metrics, identifying areas for improvement, and implementing corrective actions. Responding to customer inquiries and complaints in a timely and professional manner.

Marketing Analyst, Crecência (Fragrances), April 2018 – June 2021
Brazil

Developing and executing marketing campaigns across multiple channels, including digital advertising, social media, email marketing, and events. Conducting market research to identify target audiences, consumer behavior, and emerging trends. Managing budgets and timelines for marketing campaigns. Develop marketing materials, including copy, graphics, and web design.

Marketing Analyst, Polar Transportes (Shipping Company), July – December 2016
Brazil

Developing and executing marketing campaigns across multiple channels, including digital advertising, social media, email marketing, and events. Developing marketing materials, including copy, graphics, and web design.

Marketing Analyst, Agross (Agrochemicals), June 2014 – September 2015
Brazil

Assisting in the creation of marketing materials, including copy, graphics, and video content (Agross TV). Coordinating the production and distribution of marketing materials, including managing timelines, budgets, and approvals. Managing relationships with vendors and external partners, such as event planners and creative agencies.

Art Director and Web designer, Aktus (Advertising Agency), February 2013 – June 2014
Brazil

Developing and executing creative concepts and designs for advertising campaigns across various media channels, including print and digital. Collaborating with copywriters, designers, and other members of the creative team to develop visual concepts that effectively communicate the client's message to their target audience. Managing multiple projects simultaneously, while ensuring that deadlines are met and budgets are adhered to.

Salesperson, Farm Rio (Clothing Store), December 2010 – January 2011
Brazil

Temporary work as a salesperson during the Christmas holiday

EDUCATION

Advanced Diploma

Hospitality and Tourism Management, Toronto School of Management, Toronto, ON – April 2023

Postgraduate Degree

Business Management, FGV, Brazil – March 2020

Certificate

Social Media, ESPM, Brazil – May 2017

Bachelor

Advertising, Promotion and Marketing, PUC-Campinas, Brazil - December 2013

LANGUAGES

English: Fluent

French: Beginner

German: Beginner

Portuguese: Native/Bilingual

PORTFOLIO

<https://helenaklein.com.br/>