

The success of an organization lies in direct correlation with the way it approaches its brand strategy. That's where I come in.

Portfolio

behance.net/mberveno

Editorial and verbal identity work.

Education

Bachelor of Marketing & International Business

Thompson Rivers University, Kamloops BC, 2009–13.

International Business Program

Université Catholique de Lyon, France, 2012.

Projects

simplematters.ca/sign

I designed an iOS app that puts a different spin on discovering your city, by adding one place at a time. Pending in App Store.

storiesbeentold.com/books

I read, slowly and voraciously, at least a book a week and leave a review for each. Occasionally I write a short story. Even more occasionally — an essay.

Experience

2017–

Brand Strategist (*Contract*), Cause+Effect, Vancouver BC

Producing verbal identity and copywriting work for a variety of brands.

Clients include City of Vancouver, Rize Alliance Development, Odd Society Distillery, Denim & Steel Digital, Vancouver Foundation.

- Collaborating with clients to create verbal foundations for their brands
- Writing copy for advertising and promotional campaigns
- Copy-editing proposals and internal documents

2015–

Content Strategist (*Contract 2017–*), Skyrocket Digital, Vancouver BC

Overseeing the agency's content strategy for clients and internal business development needs.

Clients include YYoga, Omnifilm Entertainment, Advantage Capital, Sikh Research Institute, Boldwing Continuum Architects, Vancouver Economic Commission, Observer Media Group.

- Managing and editing freelance writers
- Writing promotional materials, including web copy, press releases, blog posts, brochures, video scripts, newsletters, etc.
- Establishing brand voice & tone as well as market positioning for clients
- Producing and managing ad campaigns, particularly on Google Adwords and Facebook
- Conducting discovery sessions with new clients
- Designing information architecture as a part of the web development process
- Handling all SEO and analytics work, both for clients and internal needs

2014–

Social Media Manager (*Contract*), PowerConcepts Ltd., Vancouver BC

Managing powerconcepts.ca website, blog and all the social media channels (Twitter, Facebook, Google+, LinkedIn, YouTube).

- Creating content and graphics for social media, including YouTube videos
- Writing blog posts and newsletters
- Managing freelance developers for ongoing website updates and maintenance

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2014

Marketing Specialist, Milo Enterprises Inc., Vancouver BC

Worked in a fast-paced ecommerce environment, promoting multiple company-owned brands across a variety of online channels.

- Oversaw the consistent brand representation of products on Amazon, eBay, Sears, Rakuten, Home Depot as well as proprietary websites
- Created promotional campaigns and keyword-based ads
- Wrote product descriptions, manuals and policies
- Designed brochures, catalogs, product manuals and shipping boxes
- Produced product images, from taking photos in a studio setting to retouching

2013

Marketing Strategist (*Non-profit*), ReStore, Kamloops BC

Developed a marketing strategy for ReStore Kamloops, a part of Habitat for Humanity, to effectively face competition and increase market share.

2012

Web Publisher, City of Edmonton, Edmonton AB

Worked as a part of the Web Office team that managed edmonton.ca website. Edited internal content submissions and educated other departments on web writing guidelines.

- Led an SEO optimization project with the goal to improve ranking of over 6,000 webpages
- Monitored Google Analytics and other internal analytics tools for change in visitors' behaviour. Analyzed and reported the information to the Web Operations Manager
- Undertook photo retouching, copywriting and web applications QA as needed

2012

Web & Social Media Developer, PowerConcepts Ltd., Kelowna BC

Created the new powerconcepts.ca website and developed a thorough social media strategy.

- Designed the website's mockup
- Hired and directed a team of developers to build both front and backend of the website
- Managed all social media channels, including Twitter, Facebook, LinkedIn and YouTube

2011

Marketing Adviser (*Non-profit*), Project X Theatre, Kamloops BC

Advised the owner of Project X Theatre on defining the target audience and devising a marketing strategy focused on helping the theatre to break even the following season.

- Conducted a market research among potential customers
- Devised a marketing plan for the next year to help the theatre adjust its direction

2011

Photographer (*Volunteer*), Western Summer Canada Games 2011, Kamloops BC

Documented the sports and lifestyle of WSCG as an accredited photographer.

References

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