

STEVEN FERREIRA

DIGITAL STRATEGY DIRECTOR | MARKETING SPECIALIST

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PROFILE SUMMARY

Skilled, awarded, and accomplished digital marketing specialist with over a decade of experience and a successful track record of researching, building and implementing effective digital strategies in multiple industries and markets. Passionate about sustainable business growth and development, with a mission to drive positive results and outcomes. Professionally recognized as innovative, and committed to operational excellence and leadership.

PROFESSIONAL SKILLS

Data, Reporting, and Analytics	B2B & B2C Marketing	Team Leadership	Positioning Strategy
Performance Marketing	Lead Generation	Strategic Insights	Campaign Strategy
Audience Segmentation	Business Development	Media Planning	Brand Development
UX & UI / Design Thinking	Brand Positioning	Digital Strategy	Market Research
Brand Management	SEO	Online Advertising	Trend Forecast
Competitor Reviews	Vendor Management	Brand Communications Strategy	SEM, PPC, CMS, and CRM

EXPERIENCE & ACHIEVEMENTS

DIGITAL STRATEGY DIRECTOR, FREELANCE: (AUG 2023 – PRESENT)

Working with independent agencies and SME businesses in North America to drive revenue and improve the overall performance of brands. This was achieved through experience, research, immersion, deep social engagement, media alignment, and SEO optimization.

- **Project Management:** Improved workflow within the agencies resulting in an average of 30% higher operational efficiencies.
- **Share of Voice:** Optimized the social media channels and content to international best practices, achieving a 44% increase in engagement.
- **Performance:** Committed to excellence, as reflected in a 4.8 out of 5 performance review rating.
- **Business Development:** Cultivated partnerships which resulted in increased billings of 50% and new client acquisitions.
- **AI:** Created go-to-market strategies for new SaaS brands that are expected to disrupt their industries.
- **Role Expertise:** Business Transformation, Project Management, Budgeting, Process Improvement, Product Management.

GLOBAL DIGITAL MARKETING MANAGER, SOLMAX: (SEPT 2022 – AUG 2023)

Responsible for building, maintaining, and measuring all digital channels, while paying specific attention to their individual objectives within the marketing eco-system. Specific attention was given to building the brand as the industry leader through positioning, differentiation, and building mental availability.

- **Performance:** Exceeded channel KPI's ensuring consistent growth and performance for the business.
- **SEO:** Improved the organic website rankings through optimizations with on and off page SEO best practices, resulting in an over 500% improvement within 4 months.
- **Conversions (CRO):** Increased the volume and quality of leads by 21% by simplifying the UX/UI on the website.
- **Role Expertise:** Leadership, Analytics, reporting, SEO, project management, strategic planning, and critical thinking.

SENIOR DIGITAL STRATEGIST, FLUME COMMUNICATIONS: (MAR 2021 – OCT 2022)

Accountable for driving digital transformation for clients, the role included planning and developing tailor made digital marketing strategies for clients. While focusing on branding, market positioning, lead generation, and paid media, the team was grown through skill development, mentorship, and leadership. Data analysis and audits took place during research phases to gain deep insights on performance, audience profiling, competitor reviews, and user experiences.

- **Awards:** Received an award for Excellence in 2021, and another in 2022.
- **Business Development:** Winning 95% of agency pitches, resulting in new business valued at over \$6,292,399.
- **Workflow Process:** Boosted internal team workflow to increase outputs by 21%.
- **Departmental Integration:** Improved the interdepartmental integrations for seamless operating resulting in faster outputs and a 37% increase in client billings over 3 months.
- **Role Expertise:** Conducting Competitor Analyses, User Journey Mapping, CRM System Integrations, Strategic Planning, and Brand Architecture Excesses.

DIGITAL STRATEGIST, SO INTERACTIVE: (APR 2020 - MAR 2021)

- Established and built the strategic planning division with a specific focus on increasing client billings through business development, and performance marketing – specifically for the Insurance, Finance and Real-estate Investor sectors.

DIGITAL STRATEGIST, PLATFORM 5 (AKQA): (APR 2018 – MAR 2020)

- Built relationships with clients, assisting with business development and upskilling staff members on strategy, leadership, and paid advertising best practices– specifically for FMCG and Fashion Retail sectors.

STRATEGIC PLANNER, MIRUM AGENCY (WUNDERMAN THOMPSON): (AUG 2017 – MAR 2018)

- Led large alcohol, finance, and fast-food brands to reach their KPI's.

DIGITAL STRATEGIST AND ONLINE MEDIA SPECIALIST, FGX STUDIOS: (MAR 2016 – JULY 2017)

- Accountable for onboarding new clients, strategy development, and leading the paid media team.

SOCIAL MEDIA EXECUTIVE, KING JAMES GROUP: (NOV 2015 – MAR 2016)

- Social Media Management, Content Production, and Paid Media.

ACCOUNT EXECUTIVE, MCCANN WORLDGROUP: (NOV 2013 – NOV 2015)

- Project management with the Beauty, FMCG, and Automotive sectors.

PROFESSIONAL PLATFORM PROFICIENCIES

Meta Business Manager, Google Ads, Google Analytics, Facebook, Instagram Advertising, Google Trends, SEMrush, Screaming Frog, HubSpot, Search Console, Marketing Automation, and Looker Studio.

PERSONAL SKILLS

Communication

Leadership

Story Telling

Critical Thinking

Problem Solving

Adaptability

Collaboration

Emotional Intelligence

PROFESSIONAL DEVELOPMENT

- Wits University, B.Com. (Honors): Business Science in Strategic Marketing – 2016
- AAA School of Advertising, B.A: Integrated Marketing Communication - 2013