

# ENRIQUE DE LA MORA

Marketing | Sales | Customer Service

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 enrique-de-la-mora  
 Kingston, ON

## EDUCATION

2023-Present

### **Project Management Graduate Certificate**

St. Lawrence College | Kingston, ON

2022-2023

### **Digital Marketing Communication Graduate Certificate**

St. Lawrence College | Kingston, ON

2001-2002

### **MBA Executive Marketing**

Fundação Getúlio Vargas | Recife, Brasil

1997-2001

### **Bachelor of Business Administration**

Universidade Federal de PE | Recife, Brasil

## VOLUNTEERING

2023 - 2023

Tali's Fund | Toronto, Canada

### **Fundraising Logistics Coordinator**

- Developed content for emails, letters, web pages, and social media posts
- Coordinated tasks and responsibilities
- Prospected and attracted donors
- Achieved a tenfold increase in donations compared to 2022

## TECHNICAL SKILLS

- MS Office Suite
- Canva
- Wordpress
- Power BI
- Adobe Indesign
- Adobe Photoshop
- Mailchimp
- Project Management Tools: Trello, Asana, ClickUp, Jira
- Salesforce
- Video Editing Programs: Adobe Premiere Rush, Adobe Premiere Pro, Cap Cut

## PROFILE

- Multilingual (fluent in Portuguese, Spanish, and English; Intermediate level in French) Digital Marketing professional with several years of experience in marketing, sales, and customer service
- Experience developing marketing strategies and creating content for different communication channels
- Strong knowledge of digital marketing, specifically with social media, Google Ads, display ads, video ads, SEO, SEM, Analytics and e-mail marketing
- Relevant experience creating and updating websites
- Expertise in planning and organizing events
- Proficient in managing client accounts, developing and maintaining enduring client relationships, and ensuring the attainment of established goals
- Had own business for 10 years, responsible for managing the company, teams, and marketing activities
- Competence in managing projects with deadlines and budgets

## WORK EXPERIENCE

2023 - Present

St. Lawrence College | Kingston, Canada

### **Content Creator**

- Create engaging digital content to be posted on social media and website to help promote St. Lawrence College
- Present content ideas that support the college's marketing and recruitment plans globally

2022 - 2024

Van Sweet Home | Kingston, Canada

### **Consultant**

- Conducted around 500 online meetings, achieving a 20% conversion rate (100 new clients). Generated approximately CAD 100K in revenue
- Promoted 10 webinars for large audiences to generate awareness and expand the company's market share in Spanish-speaking countries
- Developed partnerships with companies that operate in the industry to increase the customer base (Colleges and Educational Agencies)
- Opened the company's operation in Kingston/ON
- Partnered with companies in the real estate market
- Created content for social media to promote the city of Kingston

2023 - 2023

Lightbody Marketing | Kingston, Canada

### **Placement**

- Updated websites for different clients using WordPress, ensuring SEO best practices
- Created landing pages for Lightbody's website
- Created email marketing campaigns using Klaviyo

2004 - 2022

Grupo Globo | Recife and Salvador, Brazil

### **Sales Account Executive**

- Achieved 30% growth in revenue from 2020 to 2021 and was awarded the best salesperson of the year 5 times
- Marketed offline and online ad formats to ensure a greater variety of products for advertisers
- Prospected to expand the company's client base resulting in customer growth of 20% in 2021
- Advised clients on the best strategies for their advertising campaigns to maximize revenue growth
- Performed media analysis and post-sales campaigns to ensure greater customer satisfaction



## CERTIFICATIONS

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### Google Certifications:

Google Ads Display  
Google Ads Search  
Google Analytics

### LinkedIn Learning Certifications:

Getting started with Power BI  
Power BI: Dashboards for beginners  
Learning Asana  
Learning Elementor for WordPress Design  
WordPress Essential Training  
Learning Bubble  
Learning Wix  
No-Code Solutions for Websites and Apps  
Social Media Monitoring: Strategies and Skills  
Social Media Marketing: ROI  
Content Strategy for Marketers  
Content Marketing Foundations  
Social Media Marketing Foundations  
Premiere Rush First Look

### Hootsuite:

Social Media Marketing Certification  
Hootsuite Platform Certification

### Hubspot:

Email Marketing  
Inbound Marketing Certified

### Amazon Advertising Certifications:

Introduction to Sponsored Ads  
Introduction to Amazon Ads

### Mailchimp | Mailchimp Foundations

Semrush | PPC Fundamentals Course

Programmatic Certification | MediaMath

Basic WordPress | Mirago

Nanodegree Digital Marketing | Udacity



## WORK EXPERIENCE

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2014 - 2021

Sobrancelhas Design | Salvador, Brazil

### Marketing Director/Franchise Owner

- Promoted the brand in the market to increase revenue
- Developed marketing materials for different communication channels
- Created content for social networks resulting in greater engagement with clients
- Planned, coordinated and executed events to promote the store's services and products
- Created and updated website using WordPress, ensuring SEO best practices

2011 - 2014

Cacau Show | Salvador, Brazil

### Marketing Director/Franchise Owner

- Held promotional events to expand the customer base and increase monthly sales
- Created content for social networks resulting in greater engagement with clients
- Advertised promotions on social networks to attract customers to the store

2001 - 2004

Grupo Globo | Recife, Brazil

### Marketing Assistant

- Performed market analysis focused on customer and economic sectors to achieve sales goals
- Developed audience studies and media plans to optimize client results
- Analyzed the results of customer campaigns and presented post-sales to ensure satisfaction
- Organized events resulting in the most praised parties and meetings on the market

2000 - 2001

Deloitte | Recife, Brazil

### Trainee

- Assisted in the preparation of audit reports, ensuring compliance with regulatory standards and company policies
- Conducted comprehensive financial analyses to assess the accuracy and integrity of client records
- Collaborated with senior auditors in executing risk assessment procedures to identify potential areas of concern.