

# Bruno Grandis

Dublin, County Dublin

[www.brunograndis.com](http://www.brunograndis.com) | <https://www.linkedin.com/in/brunograndis/>

+ 353 085 872 7548 | [brunograndis@gmail.com](mailto:brunograndis@gmail.com)

## Digital Marketing Executive

Digital Marketing Executive with 10+ years of experience planning and executing online campaigns for international companies. My focus is on implementing creative content to increase conversions and brand exposure. Experienced in Analytics, Google Tag Manager, SEO, Content Creation, and Copywriting.

### Areas of Expertise

Social Media Marketing | Campaign Management | Content Planning | Trend & Market Analysis | Digital Media | Community Management | Graphic Design | Content Marketing

### Career Accomplishments

586% increase in sales against previous year on best performing product - the only two years in a row best-seller book in Brazil at Intrínseca.

Managed social media coverage alongside relationship marketing and liaising with international authors, events, and promotional activations at an International Book Fair (*Bienal do Livro*) with 600,000 daily visitors on average across a 10-day schedule at Intrínseca.

Maximized social media reach by 15% on Facebook and 37% on Instagram year-to-date on Red Acre social media customers.

## Work Experience

### Digital Marketing Executive

Webbiz digital agency - Dublin, County Dublin

January 2022 - Currently

- Ownership and planning of content of all social media channels for clients;
- Digital content creation and editing;
- SEO management and optimization;
- Online Ad proficiency, planning and execution;

### **Community Manager**

Webbiz digital agency / Red Acre LTD - Dublin, County Dublin

July 2019 - January 2022

- Setting, planning, and implementing social media and communication campaigns;
- Providing engaging text, image, and video content for all social media accounts;
- Monitoring, tracking, and reporting on feedback and online reviews;
- Coordinating with the Marketing, PR, and Communications teams;
- Liaising with Development and Sales departments;
- Building relationships with customers, and industry professionals;
- Staying up-to-date with digital technology trends.

### **Graphic Designer**

Photogiftshop - Dublin, County Dublin

March 2019 - July 2019

- Creating and editing bespoke products for end customers;
- Printing and applying designs to bespoke products;
- Customer Service.

### **Student Support**

World Study - Dublin, County Dublin

November 2018 to March 2019

- Providing support to Brazilian students arriving in Ireland for study programs, with orientation meetings and answering queries;
- Helping the head office with operational tasks, such as booking transfers and issuing insurance.

### **Social Media and Marketing Assistant**

Intrínseca - Rio de Janeiro, Brazil

July 2015 to June 2018

- Building and executing social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification;
- Generating, editing, publishing, and sharing daily content (Articles, Images, Videos, Stories/Reels, Podcasts);
- Moderating all user-generated content in line with the moderation policy for each community;
- Implementation of editorial calendars and syndication schedules;
- Coverage of market events, via live broadcasting, liaising with stakeholders, etc;
- Collaborating with other departments (customer relations, sales, PR) to manage reputation, identify potential affiliates, and coordinate actions.

## **Education**

### **Postgraduate Diploma in Applied Digital Media**

Griffith College Dublin

2018 - 2019

### **Bachelor's in Media Studies/Marketing**

Federal University of Rio de Janeiro - Brazil

July 2009 to November 2013

## **Certifications & Technical Proficiencies**

Google Analytics | Google Tag Manager | Search Engine Optimization | Planning | Copywriting | Html / CSS | WordPress | Photoshop | Illustrator | Figma | Unity | C# | Interaction Design | Graphic Design | Branding | English | Portuguese (Native speaker)

## **Volunteer or Other Work**

### **LUPA**

Rio de Janeiro, Brazil

2011 - 2012

Volunteer Graphic Designer for social projects and NGOs.

### **Online Community Event Organizer**

Dublin, Ireland

2018 - Present

Scheduled, hosted, and led an online team-based event that requires team communication, creative problem-solving, and strict time management twice a month since 2018.

## **References**

References are available upon request.