

Julia Prezotto

Marketing Manager

+1 (778) 513-9847 | julia.prezotto@gmail.com | [linkedin.com/in/julia-prezotto/en](https://www.linkedin.com/in/julia-prezotto/en) | juliaprezotto.com

Results-driven Digital Marketing strategist with 10+ years of hands-on expertise delivering successful marketing solutions, campaigns, and large-scale brand optimization initiatives built on people-focused communication, insight-driven analytics, and team collaboration skills

CAREER SUMMARY

- Extensive experience in collaborating with a diverse range of clients and multidisciplinary teams to deliver performance-driven Social Media, Marketing, Strategic Communications, and Brand Engagement projects and initiatives.
- Proven leadership, team collaboration and project management skills, with the ability to thrive in fast-paced, stakeholder-driven environments and deliver outstanding client experiences built on quality.
- Well-versed in developing marketing content and collateral, analyzing market/consumer intelligence and developing high-quality data-driven insights, with an up-to-date knowledge of current trends in the industry.

PROFESSIONAL EXPERIENCE

Vancouver Foundation - Vancouver, BC

2023 - Present

Largest community foundation in British Columbia. Grants to hundreds of charities and non-profits in BC every year.

Manager, Digital Strategy

- Manage diverse digital platforms to align with the overarching communications strategy, ensuring optimal stakeholder engagement.
- Apply knowledge of website accessibility requirements and UX best practices to enhance user experience and inclusion.
- Design and orchestrate email marketing campaigns, skillfully managing audience journeys and leveraging Salesforce and Pardot for segment maintenance.
- Employ data analytics from Pardot to derive metrics, monitor progress, inform decision-making, and dynamically adapt strategies.
- Lead cross-functional collaboration, fostering productive relationships within multi-stakeholder environments.
- Utilize SEO tools like Google Analytics, Google Ads, Google Search Console, and Google Tag Manager to optimize digital content reach and engagement.

Growing Chefs - Vancouver, BC

2022 - 2022

Non-profit organization providing educational programs for schools, children, youth and families through integrated food education projects.

Communications Coordinator

- Represented Growing Chefs at community events, participated in outreach initiatives and collaborated with the team to develop communications strategies for delivering sustainable food literacy and education.
- Supported the management of timelines and project plans for all communications initiatives, established key metrics, and analyzed performance to nurture and grow Growing Chefs' online presence.

AndHumanity Inclusive Marketing | My Loud Speaker Marketing - Vancouver, BC

2021 - 2023

Integrated marketing agency specializing in Diversity and Inclusive Marketing and delivering inclusive consumer experiences.

Account Manager

- Established systematic workflows, procedures, and timelines to successfully manage the execution of multi-platform marketing campaigns, and allocate resources to meet project capacity needs.
 - Served as the lead point of contact, working closely with clients to build exceptional relationships in collaboration with Creative and Leadership teams to define plans and ensure alignment with all requirements.
 - Presented reports to clients with data-driven insights and recommendations for improvement, utilizing project management platforms (Asana) to monitor the progress and performance of marketing projects.
 - Coordinated video productions and photoshoots, led meetings with internal and external stakeholders to deploy strategic campaigns and oversaw the implementation of projects from conception to execution.
-

Indian Summer Festival - Vancouver, BC

2019 - 2021

Contemporary multi-arts festival, held annually in Vancouver, Canada.

Digital Content & Social Media Specialist

- Created content strategies for several channels, including social media, blogs, newsletters, and websites to effectively engage with target audiences, build awareness and achieve key marketing objectives.
 - Established editorial guidelines to ensure content consistency across all delivery channels to develop relevant, timely, and easily accessible content.
 - Monitored performance metrics across digital platforms, tracked consumer/content analytics and generated reports/presentations to communicate project progress to internal and external stakeholders.
 - Played a key role in collaboration with the team to pivot from in-person events to an entirely online 10-week program, achieving over 100,000 views across all platforms worldwide.
-

Talquimy - Sao Paulo, Brazil

2017 - 2018

Contemporary multi-arts festival, held annually in Vancouver, Canada.

Social Media Manager & SEO copywriter

- Managed a portfolio of three clients simultaneously to develop high-quality SEO-optimized content and marketing deliverables, established timelines and strategic project workflows.
 - Managed content calendars, delivered reports to ensure all deliverables were completed, reviewed, and published within set timelines, and measured campaign performance based on real-time analytics and data.
-

MTV Brazil | Viacom - Sao Paulo, Brazil

2015 - 2017

Cable/satellite television channel in Brazil owned by Viacom International Media Networks.

Digital Content Specialist

- Worked alongside diverse teams in a dynamic environment to develop robust digital content strategies, manage content calendars and video production tasks, and ensure the successful execution of initiatives.
 - Conducted interviews with various artists and performers to deliver relevant content, build audience engagement and elevate the channel's reputation as a provider of high-quality content and entertainment.
 - Delivered regular reports to highlight performance metrics, communicate the progress of initiatives with key decision makers, and manage the timely completion of deliverables.
-

VOLUNTEER EXPERIENCE

Growing Chefs - Vancouver, BC

2019 | 2021

Organization providing educational programs for schools, children, youth and families through integrated food education projects.

Classroom Mentor

- Build a supportive learning environment as a classroom mentor to elementary students, delivering Growing Chefs urban gardening and sustainable eating curriculum.

ACADEMIC QUALIFICATIONS | TRAINING

Bachelor's Degree Journalism/Social Communication <i>Universidade Anhembi Morumbi - Sao Paulo, Brazil</i>	2015
Crisis Communications <i>University of Victoria</i>	2024
Certificate Digital Project Manager <i>SuperHi</i>	2021
Training Diversity, Equity, and Inclusion in the Workplace <i>Elvtr</i>	2021
Training Content Marketing Specialist <i>Rock Content</i>	2017