



Paloma Vasconcelos

Strategic Communications & Visual Storytelling Specialist

Ottawa, ON (Kanata)

palomacssv@gmail.com

647-878-5736

 www.linkedin.com/in/paloma-vasconcelos

Portfolio

palomavasconcelos.com

PROFESSIONAL PROFILE

I have 20 years of experience in visual communication, with a deep focus on the education sector. For over a decade, I managed the brand identity for Contemporânea Bilingual School, specializing in video production and digital campaigns that connect families with the classroom. My background combines strategic marketing (MBA) with hands-on technical skills, ranging from professional video editing to custom physical branding.

CORE STRENGTHS

Visual Storytelling & Video Production: Skilled at capturing authentic school moments and transforming them into engaging video narratives for social media and community events.

Strategic Communications: Experienced in maintaining brand consistency across multi-platform campaigns, ensuring all messaging aligns with institutional goals.

Technical Production: Proficient in the Adobe Creative Cloud suite and physical production tools like sublimation and Cricut technology.

WORK EXPERIENCE

REPLENISHMENT MANAGER

Michaels

Kanata/Ottawa, ON

February 2022 to Present

Lead a team to manage inventory and maintain high visual and merchandising standards for the store.

Completed intensive leadership training (Path to Store Manager & Elevate) focused on operations, culture, and inclusion.

COMMUNICATIONS & BRAND SPECIALIST (Remote)

Contemporânea Bilingual School

Self-employed

Mississauga, ON

December 2016 to March 2020

International Brand Representation: Acted as the primary creative lead for this major bilingual school, managing their brand identity and communications strategy remotely from Canada after a successful multi-year in-person partnership.

Video Strategy & Storytelling: Produced and edited a library of video content, including "year-in-review" documentaries and event highlights, which significantly increased parent engagement.

Strategic Content Creation: Developed and executed all digital storytelling assets, including high-impact video montages and photography, to drive student enrollment and parent engagement.

Bilingual Communications: Coordinated multi-platform campaigns (Social Media, Newsletters, and Web) ensuring messaging was culturally relevant and consistent with the school's mission.

Project Management: Provided timely communication support for school events and administrative updates, ensuring stakeholders remained informed and connected.

CREATIVE PRODUCTION & DESIGN (Project-based)
Ottawa, ON 2020 – Present

Apply design expertise to physical products using Cricut and sublimation technology.

Manage digital marketing and product photography to maintain a consistent visual identity.

Develop custom branded assets, bridging the gap between digital concepts and physical products.

CREATIVE DIRECTOR
Tiger Communication
Campinas, SP, Brazil
November 2015 to December 2016

I coordinated the creative department, including strategic planning, budgeting, and team leadership for an advertising agency.

ART DIRECTOR/ CREATIVE DIRECTOR
Hintze Communication
Campinas, SP
April 2008 – November 2020 (including Remote Work from Canada)

Started as Art Director, creating campaigns across various sectors. Promoted to team leader, managing creative direction, workflow, and strategic planning.

- Led visual branding and advertising campaigns for multiple industries.
 - Managed creative teams and project workflow.
 - Developed strategic marketing plans with agency leadership.
 - Played a key role in the agency's rebranding and new business direction.
- Integrated graphic design with marketing strategies for cohesive campaigns.

Educational Sector Lead: Served as the dedicated creative lead for Colégio Contemporânea for 15 years, including three years working remotely from Canada.

EDUCATION & CERTIFICATIONS

MBA, Strategic Marketing Management – Grupo IBMEC Educacional

University Degree, Social Communications (Publicity & Advertising)
Barao de Maua

Certificate in Digital Marketing Management – University of Toronto

Google UX Design Professional Certificate – In Progress

Executive Coaching Certification – Institute Thomazelli & Hoyos

TECHNICAL SKILLS

Software: Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Google Suite, Canva.

Production: Cricut Design Space, Sublimation Printing, Print Design, Photography.

Digital: SEO/SEM, Social Media Analytics, Content Management Systems (CMS).

Languages: English (Professional), Portuguese (Native).