



Paloma Vasconcelos

Ottawa, ON (Kanata)
palomacssv@gmail.com
647-878-5736



Portfolio

palomavasconcelos.com

WORK EXPERIENCE

Replenishment Manager

Michaels
Kanata/Ottawa, ON
February 2022 to Present

Freelance Marketing & Communications Specialist

Self-employed
Mississauga, ON
December 2016 to March 2020

Co-owner - Creative Director

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

Art Director/ Creative Director

Hintze Communication
Campinas, SP
April 2008 to November 2015

I'm a Graphic Designer with 20 years of experience in advertising, promotions, and campaigns. I co-owned an advertising agency where I led creative projects, managed teams, and handled business strategy.

I hold an MBA in Strategic Marketing Management and a degree in Social Communications with a focus on Advertising and Marketing. I also have certifications in Digital Marketing Management from the University of Toronto and am currently pursuing a UX Design Professional Certificate from Google.

I specialize in creating effective marketing solutions and engaging design work that drives results. My goal is to use my skills to help brands stand out and achieve their objectives.

As a Replenishment Manager at Michaels, my key role is to ensure that the store's merchandise is consistently stocked and readily accessible for our customers.

Core Responsibilities:

- Inventory Management - Oversee and maintain optimal stock levels to ensure products are always available for customers.
- Merchandising - Manage the setup and arrangement of product displays to create an appealing store environment. Ensure that signage and promotional materials are current and accurately represent our offerings.
- Team Leadership - Lead the replenishment team to efficiently manage stock and maintain an organized, attractive store layout.
- Time Management - Utilize strong organizational skills to prioritize tasks and manage time effectively, ensuring all responsibilities are executed promptly and accurately.

Impact on the Store:

My role is crucial in enhancing the shopping experience at Michaels. By maintaining well-stocked and visually appealing merchandise, I contribute to a positive customer experience and support the store's sales growth.

As Marketing & Communications Specialist I worked closely with the CEO and management to design and execute marketing strategies. Managed visual and digital content for both external and internal communications.

- Developed and executed strategic marketing campaigns (ads, billboards, promotions).
- Designed visual communication materials (signage, internal plaques, branding).
- Managed internal newsletters, announcements, and digital communications.
- Oversaw website redesign and managed social media (Facebook).
- Maintained brand consistency across all corporate materials.

Led the Publicity Creation department, overseeing team management, strategic planning, and business growth.

Directed strategic marketing campaigns across digital and print media. Managed a creative team to produce brand-focused marketing materials. Developed marketing plans to improve brand positioning and customer acquisition. Handled budgeting and project management to meet business objectives.

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.

EDUCATION

Bridge Elevate Leadership Program - by Michaels

Participated in Michaels' Elevate Program, a self-directed leadership development initiative aimed at enhancing skills in Leadership, Competency, Culture & Inclusion, and Store Operations. Completed a series of structured learning modules designed to strengthen leadership capabilities and drive career growth within the company.

Certificate - Google UX Design Professional Certificate

Google - by Coursera
In progress

Certificate - Digital Marketing Management (Foundations of Digital Strategy and Marketing Management, Search Engine Marketing and Social Media Strategy)

University of Toronto - Toronto – ON, Canada
May 2020 to April 2021

Master Degree - MBA - Strategic Marketing Management

Grupo IBMEC Educacional - Veris - Campinas, SP
January 2009 to January 2011

University Degree - Social Communications in Publicity and Advertising with emphasis in Marketing

Barao de Maua University Center - Ribeirão Preto, SP
January 2000 to December 2003

OTHER CERTIFICATIONS

Google - Fundamentals of Digital Marketing

April 2021

Institute Thomazelli & Hoyos - Executive Coaching

February 2015 to August 2015

Coursera - USP - Universidade de São Paulo Digital Marketing

Completed in May 2019

SKILLS

Digital Marketing Strategy - Social Media Management - Content Creation & Management - Email Campaign Management - SEO - SEM - PPC - Advertising - Google Ads & Google Analytics - Adobe Creative Cloud (Photoshop, Illustrator, InDesign) - Typography - Layout Design - Branding & Visual Identity - Logo Design - Photo Editing & Retouching - Print Design - Creative Arts - Strategic Planning - Marketing Strategy - Digital Marketing - Copywriting - Market Research & Analysis - Event Marketing - Decision-Making & Problem-Solving - Time Management - Team Leadership & Collaboration - Portuguese (Native Proficiency)