

Ian Sequeira

Marketing Communications | Digital Marketing | Social Media



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PROFILE

A proactive and competent individual who would like to use my skills in an environment where creative initiative, ideas and a genuine enthusiasm allow me to take on new challenges and responsibilities as a marketing professional.

EDUCATION

2020: Search Engine Marketing (Certificate)
BrainStation - Toronto, Canada

2014 - 2016: MBA International Hotel and Tourism Management
Vatel International Business School - France (Mauritius Campus)

2010 - 2012: MA Film
Newport School of Art, Media and Design, University of Wales - United Kingdom

2007 - 2010: BA Journalism and Mass Communication
SCMIT, Sikkim Manipal University - India

SKILLS

IT
Mac & PC

Software
Microsoft Office
Photoshop | Illustrator | Lightroom
Final Cut Pro

Social Media & Content Management
Facebook Ads Manager | Hootsuite |
Sprinklr | TrueSocialMetrics | WebCanada |
Mailchimp

Certifications
Google Adwords & Analytics

LANGUAGES

English
First language/Native

French
Professional working knowledge (DELFI Level B2)

INTERESTS

Film & Television | Music | Photography | Reading | Afro-Latin Dancing | Travelling

WORK EXPERIENCE

Marketing Manager | Sparkling Hill Resort, Vernon, Canada
(December 2020 – Present)

- Responsible for overall marketing strategy including organic and paid social media (Facebook & Instagram ads), and website management for SEO.
- Develop, manage and design layouts for newsletters, print, and digital communications.
- Produce marketing copy for email, print and digital collateral, and blogs.
- Manage digital agency relationships, day-to-day production, as well as campaign budgets and schedules.
- Monitor and maintain site analytics, metrics, and campaign reporting.

Marketing & Operations Specialist | Kozlik's Mustard, Toronto, Canada
(April 2019 – November 2020)

- Responsible for community management across all social media platforms including influencer partnerships.
- Assisted the Director of Marketing in the development and execution of marketing campaigns.
- Supported end-to-end development and execution of yearly email campaigns.
- Managed and coordinated production orders and documentation for local and international clients.
- Oversaw communication efforts with clients and vendors.
- Assisted the Director of Operations with overall business operations.

Social Media Specialist | Somewhere Hotels, Dubai, UAE
(February 2017 – August 2018)

- Planned and executed marketing campaigns.
- Produced, managed and monitored all content for social media channels including third-party sites.
- Engaged with social media users and responded to any mentions over platforms.
- Liaised with in-house designers, digital partners, creative agencies, and media clients.
- Assisted with the planning of marketing strategies to help drive traffic and engagement to the website.
- Tracked and built relationships with social media influencers.
- Monitored competitors and created monthly performance reports.
- Assisted with general day to day administrative tasks.

Sales and Marketing Management Intern | Sun Resorts, Mauritius
(April 2015 – October 2015)

- Managed social media and online content.
- Assisted the Digital Marketing Manager in executing the marketing plan.
- Assisted the Sales and Marketing Manager with client meetings and proposals.
- Maintained and updated sales and marketing reports.
- Contributed to the organization of events, weddings and other functions.
- Followed relevant competition activity while staying abreast of latest developments in the field.

F&B Host & Supervisor | Hilton Coylumbridge, Scotland, United Kingdom
(January 2013 - June 2014)

- Participated in meetings, events, conferences and other functions.
- Assisted in the recruitment, selection and training of team members.
- Supervised food and beverage staff.
- Maintained strong customer relationships.
- Managed guest queries in a timely and efficient manner.
- Ensured compliance of brand standards and strived to achieve departmental targets.
- Assisted other departments wherever necessary.

Freelance Video Producer | Various, United Kingdom
(March 2012 - December 2012)

- Handled the production of digital work, including production resources and deadlines.
- Performed video editing and conversion for online viewing.

PORTFOLIO

<https://www.thesocialmed-ian.com/>