

Geisa Louzeiro

Marketing / Social Media / Content Creator.

(+61) 0449 838 624

geisa.flouzeiro@gmail.com

<https://www.linkedin.com/in/geisa-louzeiro/>

Australian Citizen.

Perth, WA.

For the past 5 years I have been developing my skills across Marketing, Social Media and Content Creation. I am passionate about bringing brands to life in the digital world. With a blend of creativity and strategic thinking, I thrive on devising innovative campaigns that resonate with audiences and drive meaningful engagement.

My journey into the world of marketing began with a fascination for storytelling and its power to captivate minds. Over the years, I've honed my skills in crafting compelling narratives, developing impactful content strategies, and leveraging the latest trends and technologies to create memorable brand experiences.

In the fast-paced realm of social media, I'm a firm believer in the art of authentic connection. Whether it's through crafting engaging posts, managing communities, or implementing data-driven strategies, I strive to build genuine relationships between brands and their audiences across various platforms.

My approach is rooted in understanding audience behaviour and leveraging analytics to optimize campaigns continually. I'm adept at navigating the ever-evolving landscape of digital marketing, keeping a finger on the pulse of emerging trends to ensure brands stay ahead in the digital sphere.

One of the highlights of my career was 40% growth in annual revenue, as well as a 65.6% increase in content engagement across multiple platforms. From conceptualizing high-conversion ad campaigns to producing share-worthy content, my goal is to not just meet but exceed expectations, driving measurable results and fostering brand loyalty along the way.

Education & Credentials

- **Diploma of Marketing and Communication**
The College for Adult Learning – Perth, 2023 - 2024
- **Bachelor of Business Administration**
University Estacio Sao Luis – Brazil, 2011 - 2015
- **Online Certifications** - Social Marketing Certification (Hootsuite, 2023), Social Media Strategist Certification (National Institute for social media, 2023), Digital Advertising & Inbound Sales (HubSpot, 2023).
- **Main Skills:** Social Media Management, short-form video creation and editing Facebook and Instagram, Strategic Planning, Canva and Adobe Creative, Digital Marketing Strategy, Meta Ads Manager, Analysis and Research, Mailchimp, Creativity & Communication, Brand Marketing, Copywriting, WordPress.
- **Proficient in** Microsoft Office applications, including Microsoft Word, Excel, Outlook, and PowerPoint.
- **Languages:** Portuguese (native), English (fluent), Spanish (work proficiency).

Professional Experience

OTuition/Optimal Living Therapy

On-Demand Learning for Allied Health Professionals and Occupational Therapists. <https://www.otuition.com.au/>

Content Coordinator. (Perth, 2024 - current).

Main Responsibilities:

- Develop and execute a content strategy aligned with OTuition's goals, target audience, and brand guidelines.

- Create and publish engaging daily content (text, images, video) to foster community engagement and drive action.
- Manage editorial calendar for timely content delivery on LinkedIn, Facebook, and Instagram.
- Research industry trends, market insights, and competitor analysis to inform content creation.
- Publish SEO-friendly content across platforms, including articles, blog posts, and social media.
- Collaborate with designers and videographers to create visually appealing assets.
- Analyse content performance metrics and make data-driven recommendations.
- Maintain brand consistency and compliance with style guide across all content.

Achievements:

- Developed marketing and content strategy for online course launching campaign generating more than 200 leads after 3 weeks of campaign.

Geisa Louzeiro Marketing.

Online platform created to assist Brazilian entrepreneurs developing their digital presence in the current marketplace.

<https://www.linkedin.com/company/geisa-louzeiro-marketing/about/>

Founder – Marketing & Social Media Specialist. (Perth, 2021 - 2024).

Main Responsibilities:

- Assisting clients across Beauty, Finance, Travel industries
- Owned social media presence across Instagram and Facebook with daily posts across different company brands based on client briefings.
- Generate, edit, publish, and share daily content (original text, images, video) that builds meaningful connections and encourages community members to act.
- Responsible for research industry-related topics and create content strategies.
- Oversee product shoots for social media posts.
- Create and edit short video for publication on social media channels.
- Plan, Create, and deliver marketing campaigns to meet client's needs.
- Measure and improve online marketing performance.
- Create editorial calendars and content calendars.
- Develop social campaigns by creating strategies and plans.

Achievements:

- Increased social media lead generation by 80% across key clients.
- Launched personalised campaign for e-course launching, generating 80 leads after 3 weeks of campaign.
- Increased content engagement on Instagram by 65.6% across all clients.

Career Transition

(Perth, Feb – March 2023).

I decided to leave APM in order to fully invest in my marketing career and continue providing marketing services to Australian companies.

APM Communities.

Health and Human Service- Marchs <http://apm.net.au>

Quality and Business Support Officer. (Perth, 2021 - 2023).

Main Responsibilities:

- Maintained and updated records of client tracking data to ensure APM Managers of the LAC Program were abreast of progress of each participant through the system.
- Provided reports to managers and team leaders about the progress of individual staff.
- Ensuring the data captured represented activity in the NDIA CRM System, and complied with all KPIs and performance requirements.
- Managed, updated and monitored workflow management spreadsheets.

Achievements:

- Received an award contributing to the improvement of processes by developing a calculator to automate the collection of data and improve efficiencies in teamwork workflow. I also assisted the BSSO with data analysis which provided insights for reports provided to Operational Teams.

Integrate Sustainability.

Environmental Health Services <https://www.integratesustainability.com.au/>

Business & Marketing Officer. (Perth, 2020 - 2021).

Main Responsibilities:

- Created content for Facebook, LinkedIn, and company blog to increase engagement with their online audience.
- Maintained the company's social media (Facebook and LinkedIn).
- Responsible for updating and optimising website content.

- Created blog post formats before publishing on client's website.
- Monitored electronic mailboxes and appointment/calendar systems.
- General administrative support.

Achievements:

- Increased post views by 31% on Facebook.
- Successfully created a variety of artworks and infographics to be published on social media.

Travel Managers Australia

Travel Managers operates in all Australian States and is a wholly owned subsidiary of House of Travel. <https://www.travelmanagers.com.au/>

Social Media Marketing Associate. (Perth, 2019 - 2020).

Main Responsibilities:

- Responsible for research and development of marketing strategies to reach new customers, helping the company growth.
- Account Management: Managed online customers' inquiries, collecting data, and assisting them.
- Social Media Management: Created content for Facebook, Instagram to increase engagement with their online audience.
- Created, developed, and analysed marketing campaigns, email marketing and events.

Achievements:

- Improved email open conducting A/B testing to identify optimal subject line, content, frequency, and timing.
- Optimised customer support requests by 50% by engaging with customers on social media and emails.

2018 - Arrived in Perth, Australia

Equatorial Energy Group.

We are the first Brazilian multi-utilities operating in different regions of the country. We are in the electrical sector through generation, transmission and distribution, including presence and investments in renewable energy (solar and wind).

<https://br.linkedin.com/company/grupoequatorialenergia>

Sales & Procurement Administration Analyst. (Brazil, Jun 2010 – May 2017).

Main Responsibilities:

- Responsible for daily requisition processing of the Procurement department.
- Supervised junior buyer with office supply requests and reviewed contract requirements for goods and services.
- Processed purchase orders for hardware, software, security support services, equipment, materials, and services.
- Issued Request for Quotes (RFQs) and solicited Request for Proposals (RFPs) to suppliers.
- Processed Blanket Purchase Orders (BPOs), maintenance contracts, and renewed service contracts.
- Analysed vendor proposals, awarded and terminated contracts.
- Implemented policies and procedures for office supply ordering and supply room maintenance.

Achievements:

- Crafted procurement value proposition targeting cost savings, customer service, and contractual/regulatory compliance.
- Successfully negotiated contracts with key suppliers, achieving an average cost savings of 15% and improving contract terms and conditions to mitigate risks.

Volunteer Work

Social - (Perth, 2018-2021).

[@socialdotreal](https://socialdotreal.com) • [Instagram photos and videos](#)

- Built monthly newsletter on Mailchimp platform.
- Built and executed content plans on social platforms..
- Corporated with sponsors.
- Planned and Coordinated events.

People Who Care. (Perth, 2019 – 2020).

A not-for-profit to provide volunteer support to people in need.

- Assisting with postage and banking.
- Collating mail outs.
- Filling and archiving, data entry.
- Answering and transferring calls.

References upon Request