

Ricardo Motta

📍 Montreal

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📁 [Portfolio](#)

🌐 [Linkedin](#)

PROFESSIONAL SUMMARY

Versatile marketing specialist, capable of working across multiple areas combining creative storytelling and data analytics to create stories that not only inspire, but also perform. Expertise in email campaigns, content strategy, SEO, and multimedia across various digital platforms.

EXPERIENCE

Marketing assistant — *Maison Théâtre*

OCTOBER 2024 - TODAY, MONTREAL, CANADA

- Designed and managed segmented email campaigns resulting in average 58% open rate and 9% CTR
- Optimized product pages and web content for SEO, achieving top search rankings for 13 out of 17 shows on the season, higher than other venues and even than the own company producing the show
- Boosted social media reach by 11% (480K views) and clicks by 13% in last quarter through targeted content creation and audience segmentation
- Turned brute data from audience surveys into visual and actionable reports to guide programming

Communications and press relations — *Federal Prosecution Service (MPF)*

JANUARY 2016 - JULY 2024, BRASILIA, BRAZIL

- Writing press releases and notes, promoting institutional actions and simplifying complex legal issues for the general public
- Conducting press reviews to measure the perception of the institution and media impact

Administrative assistant — *Federal Rural University of Pernambuco (UFRPE)*

SEPTEMBER 2014 - DECEMBER 2015, RECIFE, BRAZIL

- Produced academic and administrative documentation including reports, schedules and letters

Content strategist — *4U Communication*

AUGUST 2013 - SEPTEMBER 2014, RECIFE, BRAZIL

- Built and executed cross-channel communications strategies for a 300k followers retailer on social media ensuring TOV consistency

EDUCATION

BSc Federal University of Pernambuco (UFPE) — *Marketing & Advertising*

JANUARY 2006 - DECEMBER 2010, RECIFE, BRAZIL

CERTIFICATIONS

Digital Marketing and E-commerce — *Google Professional Certificate*

AUGUST 2024

Google Analytics GA4 — *Google Analytics Certification*

JUNE 2024

Adobe Photoshop and Illustrator: Graphic editing practice for social media — Alura

MARCH 2022

SKILLS

Content strategy: Experienced in crafting performance-focused content strategies and cross-channel content development

Google Analytics: Skilled in analysing traffic sources and behavior in order to boost website performance and measure campaigns' success

SEO: Experienced in creating and updating SEO-optimized content and product pages, either on WordPress or other CMSs

Email marketing: Able to plan, segment, write, create functional visuals and measure email marketing results in platforms such as Mailchimp, Dialog Insight and Courrielleur

Paid social: Able to plan, execute and follow social media ads campaigns on Google and Meta platforms

A/B Testing: Skilled in optimizing campaigns by gathering data from A/B testing

Adobe Suite, Canva: Proficient in graphic editing and social media content creation

Video Editing: Proficient with Adobe Premiere, CapCut and YouCut for video editing to social media

LANGUAGES

English: Highly proficient in speaking and writing

French: Highly proficient in speaking and writing

Portuguese: Native speaker

Spanish: Good working knowledge