

# GIOVANNI MELLO

*Marketing Specialist | Creative Marketing & Design*

## WORK EXPERIENCE

### Marketing Specialist - SMT Research

*Vancouver, BC | Nov 2025 - Present*

Manage SMT's social media presence from end to end, including content planning, copywriting, graphic design, scheduling, and publishing

Develop marketing content and creative assets across email campaigns, case studies, sales materials, presentations, and digital and print channels

Manage and maintain the company website, implementing ongoing content updates, design improvements, and user experience enhancements

Monitor Google Ads campaigns and account performance, supporting ongoing optimization of paid digital marketing efforts

Translate technical monitoring and leak detection solutions into clear, engaging visual and written communications

Support trade shows, lunch & learns, industry events, and marketing initiatives across Canada and the U.S.

### Marketing Specialist - SMT Research

*Richmond, BC | Feb 2025 - Oct 2025*

Led multi-channel marketing campaigns across digital and paid platforms

Created and managed social media content and creative assets to support engagement and brand awareness

Oversaw website content, UX improvements, and brand consistency across digital touchpoints

Tracked campaign performance and used insights to optimize marketing activities

### Area Marketing Coordinator — Axis Communications

*Vancouver, BC | Sep 2022 - Feb 2025*

Executed regional marketing campaigns and partner initiatives across Western Canada

Coordinated trade shows, industry events, and Axis Academy training sessions, including marketing support and logistics

Managed branding and marketing activities for the Axis Experience Center

Supported partner marketing initiatives and relationship-building across the region

### Senior Marketing Coordinator — Predl Systems North America

*Burnaby, BC | Apr 2017 - May 2021*

Developed and executed long-term marketing strategies and multi-channel initiatives

Led in-house branding, graphic design, and digital content creation

Built and maintained the company website and digital presence

Produced photography, video, and creative materials to support campaigns, sales initiatives, and trade shows

## EARLIER DESIGN EXPERIENCE

### Graphic Designer — Orion Integração

*São Paulo, Brazil | Aug 2014 - Jul 2016*

### Frontend Developer — W51

*São Paulo, Brazil | Jul 2013 - Dec 2013*

Several years of professional experience across graphic, digital, and web design, developing brand identities, websites, digital campaigns, marketing collateral, and visual content across print and digital platforms.

### Graphic & Web Designer — Casa Print

*São Paulo, Brazil | Jan 2014 - Aug 2014*

### Junior Designer — Design Connection

*São Paulo, Brazil | Jan 2011 - Dec 2013*

## CONTACT

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## PROFESSIONAL SUMMARY

Creative marketing professional with 10+ years of experience combining marketing strategy with professional graphic and digital design expertise.

Experienced across integrated campaigns, branding, digital marketing, content creation, web events, and sales support, with the ability to take ideas from concept through creative execution.

Brings a strong mix of creative, technical, and strategic skills to develop clear, engaging communications across digital, print, and physical channels.

## CORE SKILLS

- Integrated Marketing & Campaigns
  - Graphic Design (Adobe Creative Cloud)
- Brand & Visual Communications
- Digital Marketing & Social Media
  - Content & Email Marketing
  - Web Management (WordPress, HTML/CSS)
  - CRM & Marketing Platforms (HubSpot, Mailchimp, Salesforce)
  - Photography & Video Editing
- Event & Trade Show Marketing
  - Project Management (Asana, Monday.com)

## EDUCATION

### Bachelor's Degree – Digital Design

Universidade Anhembi Morumbi  
São Paulo, Brazil | 2006 – 2010

### Certificate – Web Publisher Editor

Senac Brasil  
São Paulo, Brazil | 2005

### Diploma – Computer Science

Colégio Anchieta  
São Paulo, Brazil | 2002 – 2005

## LANGUAGES

English (Fluent)

Portuguese (Native)

Spanish (Basic)