

GABRIELLA FONSECA RIBEIRO

/* +10 YEARS DELIVERING DIGITAL MEDIA PROJECTS */



I connect the dots between digital marketing, data and UX.

Over the last ten years, I worked on various digital media-related projects, from developing new platforms, launching and managing campaigns, automating digital dashboards, setting experimentation routines, leading research projects and designing digital marketing plans.

EXPERIENCE

DIGITAL ENGAGEMENT SPECIALIST

RNW Media, Netherlands (2020-2022)

I guided 10+ teams around the globe, reaching 25 million young people yearly.

- >_ Research and implementation of experimentation methodologies (A/B Testing, Gamification, Audience Segmentation);
- >_ Data analysis (website analysis, paid campaigns, statistical testing)
- >_ Design and implementation of frameworks for monitoring and evaluation of digital platforms and media campaigns;
- >_ Coaching teams on digital media best practices while adapting agile working methodologies.

DIGITAL SPECIALIST: PROJECT MANAGER

Saxion University, Netherlands (2016-2020)

I was in charge of managing digital media projects for international markets and analysing their effectiveness. I led the re-development of their international website and launched several media campaigns.

- >_ Planning, implementation, management and optimisation of integrated campaigns.
- >_ Data analysis, identifying areas to optimise engagement and outreach.

ONLINE MANAGER

BOOST&Co, England (2015-2016)

I led the rebranding and transitioning of the company's website to a different CMS. Achieved 5x increase in leads over a year.

- >_ Improving the usability, design, content and conversion of the website;
- >_ Setting KPIs and dashboards for monitoring and evaluation of media campaigns.

/* Additional previous experience listed at imgabi.com/resume */

EDUCATION

MA Media Innovation
CUM LAUDE

Breda University of Applied Sciences, Netherlands (2021-2022)

BS Art & Technology

Saxion University of Applied Sciences, Netherlands (2012-2014)

BS Information Systems

Pontificia Universidade Católica, Brazil (2009-2012)

TOOLS / SKILLS / CERTIFICATIONS

Data:
GA + GA4,
Tag Manager,
Data Studio, SQL,
SPSS, Tableau,
R (beginner),
Power BI (beginner)

Marketing: Google
Optimise, Social Ads,
Google Ads, Hubspot,
Salesforce
Coding: C#, PHP,
Javascript, CSS3,
HTML5

Certifications: Data Analytics
Specialisation (Google) |
Data Visualisation and Storytelling
(GrowthTribe) | Google Ads: Video, Search &
Display | Google UX Design Professional |
Growth Driven Design (Hubspot), Scrum
Fundamentals (CertiProf)

Languages: Portuguese (native), English (fluent), Dutch (B1 level), Spanish (intermediate)

Hobbies: Gardening, photography, reading, playing with cats, wandeling.