

MONICA ALVES

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ABOUT ME

A marketing and communications professional with a knack for breathing life into digital campaigns and integrated communications. Takes a creative and purposeful approach to find practical solutions to business challenges.

SKILLS

Project Management
Campaign & Content Strategy
Community Engagement
Google Analytics
Microsoft Office Suite
Adobe Creative Suite

EDUCATION

Simon Fraser University
Bachelor of Arts with Distinction:
Communication & Media Technology
Print & Digital Publishing Minor
05/2016 – 04/2019

SFU President's Honour Roll
2018 & 2019

VOLUNTEER WORK

d-shop Marketing Consultant
SAP | 10/2019 – 01/2021

Intern Committee Comms Lead
SAP | 12/2019 – 05/2020

EXPERIENCE

COMMUNICATIONS & UX PROJECT MANAGER

SAP | 12/2021 – Present

- Manages, enables, and executes cross-board global communications plan and strategy to promote compelling storyline for devX and d-kom programs
- Grows operational excellence for improved processes and team productivity
- Supports branding and design concepts to advance usability for internal developers' community

MARKETING SPECIALIST

TELUS | 05/2021 – 12/2021

- Led 15+ monthly national campaigns to over 1M customer contacts resulting in over 41.4K sales and 0.15% conversion lift
- Managed cross-functional team as the GTM prime to develop Mobility cross-sell marketing strategy
- Segmented customers for effective campaign targeting via relevant lifestyle functionality messaging and value positioning
- Created a sales toolkit to support channel teams with key best practices based on findings from focus groups and auditing frontline materials
- Monitored data analytics to discover new insights to drive business value
- Provided marketing communications consultation to ensure creatives were developed with purpose and excellence and increase engagement rates

COMMUNICATIONS SPECIALIST

SAP | 08/2019 – 01/2021

- Developed multimedia marketing materials to highlight the successes of SAP Canada (blogs, videos, nurture campaigns)
- Created and communicated Canada-wide quarterly board reports
- Produced an 8-part national fireside chat series with 19 executive leaders, gaining 1,700 attendees and an 88% satisfaction rating
- Managed multiple internal community engagement platforms
- Elevated end-to-end event operations via project plans and metrics tracking
- Designed communications for accessibility guidebook, shared with diversity task force and adopted by the BC's Presidents Group
- Ran communications workshop for 150 interns in Canada and Brazil

COMMUNICATIONS & EVENTS ASSISTANT

posAbilities | 09/2017 – 08/2019

- Led digital marketing strategy to strengthen online presence by managing social channels, website, and authoring articles and media releases around topics for persons with disabilities and caregivers
- Managed weekly e-news and three program newsletters
- Developed agency crisis communications plan and media training workshops
- Designed People of posAbilities retention & recruitment campaign
- Led communication strategy for Inclusion Art Show & Sale event

TELECOMMUNICATION FUNDRAISER

SFU Advancement | 12/2016 – 04/2017

- Cold-called 200+ alumni daily to fundraise for SFU endowments
- Wrote and executed scripts to establish positive rapport
- Gained the highest number of credit card donors in team