

LinkedIn

CREATIVE PORTFOLIO



**SOFIA
MERLO**

SOFIA MERLO

[LinkedIn](#)

MARKETING PROFESSIONAL



Sofia Merlo is a dynamic marketing professional with a proven track record in SEO, email marketing, content creation, and copywriting for both B2B and B2C organizations. Her expertise lies in crafting and executing highly effective digital marketing campaigns that captivate audiences and drive impressive brand growth. With a keen eye for emerging trends, Sofia seamlessly blends captivating copywriting with visually stunning designs to create impactful online experiences. Her strategic mindset, meticulous attention to detail, and commitment to delivering optimal results ensure that every marketing initiative is executed with precision. Alongside her exceptional account management skills, Sofia's competitive drive positions her as the ideal candidate to propel your marketing efforts forward and leave a lasting impact in today's ever-evolving digital landscape. With Sofia on your team, you can expect to elevate your online brand presence and achieve remarkable marketing success.

ABOUT ME

Podcast



Hello, and welcome to my marketing portfolio! I'm Sofia Merlo, Bachelor of Commerce graduate turned dynamic marketing professional, with a passion for driving results and achieving growth. In this portfolio, you'll find a showcase of my experience, skills, and achievements in the field of digital marketing. I am excited to demonstrate how I can contribute to the success of _____ as a _____



WORK EXPERIENCE

Podcast

B2B Demand

Generation:

- Increased online store sessions overall by 79% from social channels
- Created referral program resulting in 19% increase of clients

Digital

Marketing:

- Improved email marketing performance of established KPIs by 600%
- Increased sales attributed to marketing by 415%
- Launched numerous successful influencer partnership programs

Content

Creation:

- Created social content for numerous brands in the fashion, lifestyle, sportswear, medical, recruitment and media industries
- Experience as a UGC creator

CERTIFICATIONS



MY PORTFOLIO



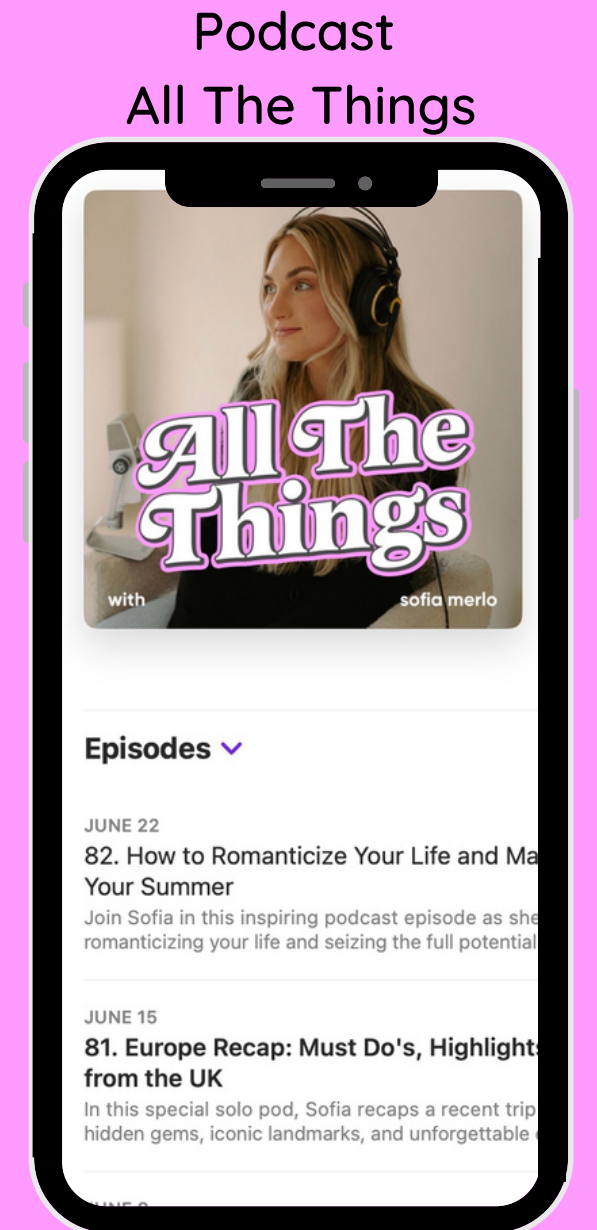
Example of sales tool created to open new accounts including HBC and Sportschek



Mood board for new collection and campaign



Example of newsletter for B2C



MY PORTFOLIO

4. Selena Gomez Street Style Look



OUR LOOK



CONTENTS

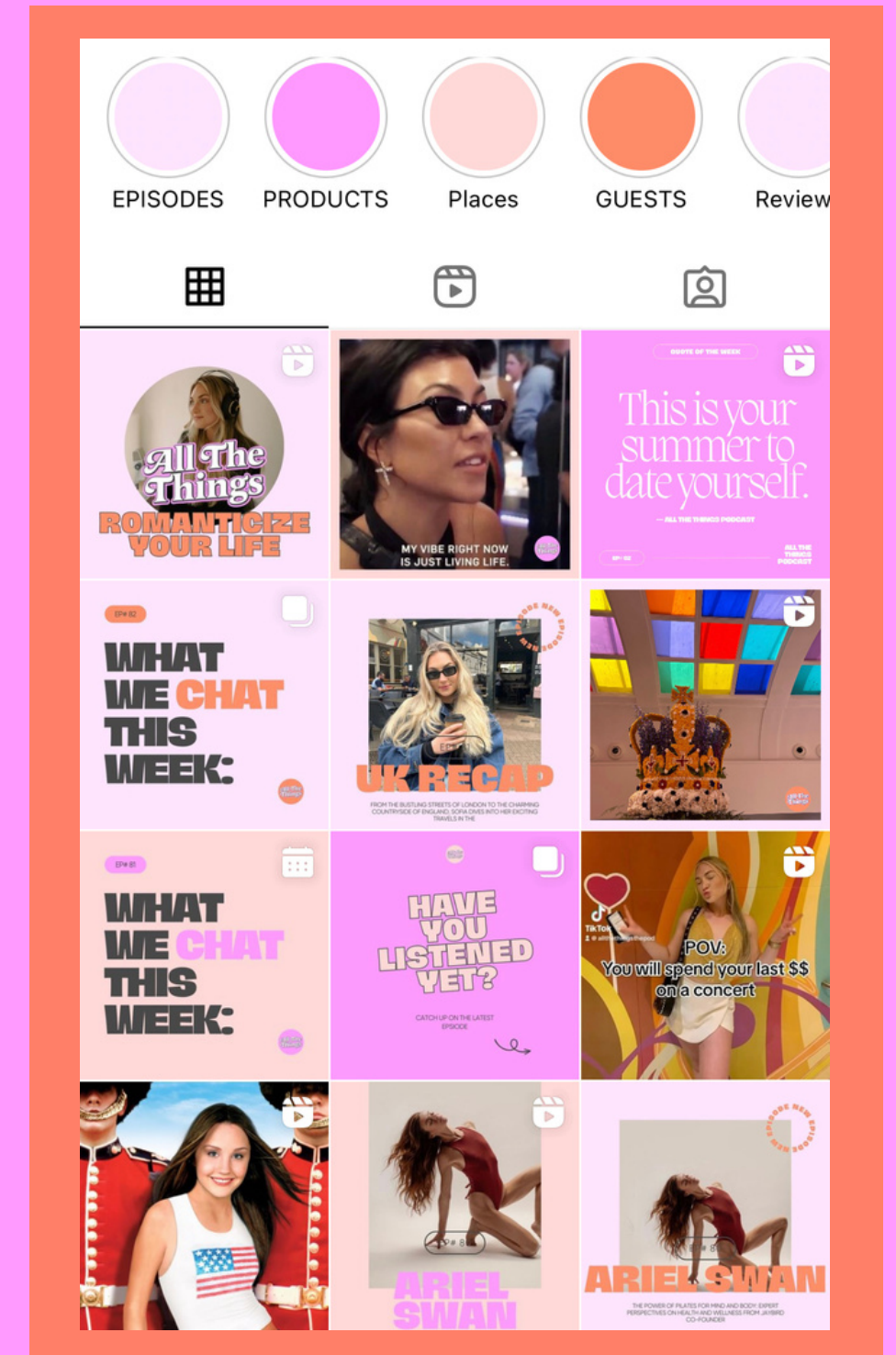
- Chose 2-3 items we want to increase exposure for and represent influencer's style
- 3-4 items that match theme of box and are personalized to influencer
- Collab on boxes with other local / women-owned businesses

Etsy Link:
https://www.etsy.com/ca/shop/ChampagnePartyShop?ref=simple-shop-header-name&listing_id=1158065834



Part of PR pitch to internal organization to jumpstart influencer marketing program

Snippet from "Look for Less" Blog post



Screenshot of Podcast Instagram feed



CONTACT ME

250-2313364

sofiamerlo808@gmail.com

Vancouver, BC