



# APRIL OLIVEIRA

Marketing | Communications | Public Relations

## CONTACT



Middleborough, MA



774.400.4119



apriloliveira04@gmail.com

## CORE COMPETENCIES

Marketing & Brand Image

SEO / SEM Target Marketing

Promotional & PR Strategy

Digital Marketing / Social Media

Website Management

Marketing Research & Analysis

New Product Launches

Leadership & Teamwork

Budget Administration

Trend Forecasting

Customer Engagement

## EDUCATION

Bachelor of Science

Business Management

Stonehill College | Easton, MA

## SNAPSHOT OF QUALIFICATIONS

Highly innovative, forward-thinking **Marketing Director** with expertise in all facets of print / digital strategy, communications plans, and new product launches. Creator of “the story” and engaging content that attracts new clients and reflects industry best practices. Communicative and personable; forge key partnerships spanning various team structures to fuel profitable projects on local, regional, and national levels.

## MARKETING EXPERIENCE

### Marketing Director

*Viscariello Hospitality Group (VHG), Plymouth, MA, 8/2016 - Present*

Envision and activate marketing strategies for hospitality management company encompassing eight restaurants, catering, and private-label wine distribution. Drive internal promotions through PR, websites, social media, community events, and unique print & digital marketing collateral. Train new staff in policies / procedures.

*Key Contributions:*

- **Consistently grow ROI** while keeping strategy within strict time / budget constraints; direct digital marketing / social media, and SEO efforts.
- Investigate competitive landscape, tracking industry trend and buying preferences to refine marketing strategies / KPIs and launch new products.
- **Pioneered successful SEO search engine marketing campaign** utilizing solid linking, technical, and key-word research tactics, **increasing website traffic 18%**.
- Digitalized 85% of marketing tactics, **growing net revenue by up to 9.75% per location**.

### Area Marketing Specialist

*Sodexo, Belmont, Bridgewater, Concord, Groton, Waltham MA, 6/2014 – 8/2016*

Led corporate-wide field marketing promotions influencing thousands of students. Collaborated with District Manager to enact growth initiatives, fueling Sodexo unit sales

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## TECHNOLOGY

MS Office • InDesign • Illustrator •  
Photoshop • JavaScript •  
WordPress • Publisher  
Facebook • Instagram • Twitter  
SnapChat • YouTube • Hootsuite  
Constant Contact • WebEx  
Google My Business

## ACCOMPLISHMENTS

*Spearheaded marketing campaign for VHG, growing net revenue up to 9.75% per unit.*

*Achieved record sales with intense reworking of marketing strategy.*

*Increased holiday gift card revenue by \$48k in one month with revamped social media campaign*

*Launched new restaurant, Three V, exceeding project sales in first month.*

## INVOLVEMENT

*Six-Month Management Training*  
*Human Resource Training*  
*Adobe / Social Media Workshops*  
*Widland Trust*  
*Teacher's Assistant / Youth Sports*

with accounts totaling \$78 million. Integrated mission into marketing campaigns to attract end-users. Outlined program, pricing, sales, and merchandising strategies, catalyzing customer satisfaction.

*Key Contributions:*

- **Surged voluntary meal plan sales 9%** with revamped social media platforms and creative marketing tactics.
- Revitalized promotional strategies and creative menu development following rigorous analysis of customer experience / satisfaction surveys, **achieving high customer satisfaction increase.**

## Marketing Coordinator

*Bridgewater State University, Bridgewater, MA, 8/2012 – 6/2014*

Devised internal / external communications, aligning marketing goals with customer demographics to grow top-line sales. Forged strong relationships with trade publications, newspaper, and television to spread the word.

*Key Achievements:*

- Revamped content on *Facebook, Instagram, and Twitter*, organically **growing users 3%.**
- Upgraded all menus at five dining locations, **increasing sales over prior years.**
- **Achieved the highest engagement in the region** for a national promotion, leading one university student to winning a grand prize.

## Dining Manager

*Bridgewater State University, Bridgewater, MA, 9/2011 – 8/2012*

Translated branded concepts and in-house format ideas into signature designs, spurring company growth. Oversaw contract services. Upheld strong PR relations.

*Key Contributions:*

- **Trained 25-40 staff** in superior product knowledge and service, retaining **\$2+ million in annual sales volume; lowered food costs 2%.**

## Catering Director • Catering Supervisor

*Salve Regina University, Newport, RI, 6/2009 – 9/2011*

*Wellesley College, Wellesley, MA, 8/2007 – 6/2009*

*Stonehill College, Easton, MA, 2/2002 – 8/2007*

Planned and orchestrated high-profile, high-volume catering events. Solicited new business and sourced new clients through direct referrals and strong social media presence. Built team structure; recruited, trained, and mentored new wait staff.

*Key Contributions:*

- Oversaw all catered **events valued at \$1.5 million to \$3 million** each with **10 to 1,500+ guests**; forecasted labor demand to hire, schedule, and train staff.
- Identified client/customer needs to individual event details and incorporate special requests; **growing strong referral / customer base.**