

# Chloe Mendonca

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## Summary

Creative and detail-orientated project manager and marketing professional with seven years industry experience. After travelling South East Asia over the past 3 months whilst freelancing, I am now seeking an exciting challenge with an innovative technology business changing the everyday.

## Areas of Expertise

- **Campaign optimisation:** Planning executing and optimising targeted multi-channel digital marketing campaigns using LinkedIn and Google paid advertising, SEO and marketing automation platforms such as HubSpot, Market and Pardot.
- **Agile project and event management:** Extensive experience managing a range of large to small scale web and mobile app projects as well as online and f2f events.
- **Presenting:** Developing and delivering compelling internal and external presentations and customer stories for company events, conferences and the web.
- **Tech enthusiast:** A genuine love and passion for the technology industry. Well-versed with a variety of CMS', and internal systems such as Mac iWork, MS Sharepoint and Office.

## Experience

**Account & Project Manager, MintTwitst (Digital Agency)** Oct 2017 – Jan 2019

- CRM: Responsible for customer relationship management and ensuring overall project/program quality.
- Owning and delivering project, including frequent client reviews and updates
- Schedule and drive status meetings. Determine agendas, highlight milestones and maintain action logs/plans. Summarise and communicate meeting outcomes.
- Problem solving and implementing agile methodologies such as SCRUM and Kanban with the web development team
- Creating and owning project documentation, from initial estimation, SoW, project plan, through to weekly status and project audit and close
- Running daily stand ups with developers to plan resources and delivery.
- Looking for ways to streamline project processes and increase overall efficiency
- Supporting on new business project pitches

**UK Marketing Manager**, Questionmark Computing Ltd. Mar 2015 – Present

- Responsible for developing and executing campaigns across EMEA region
- Measuring, tracking and presenting KPIs to the marketing and sales team
- Working closely with strategic business partners to grow revenue
- Supporting the management of paid ad campaigns (AdWords, LinkedIn, Facebook)
- Managing localisation of collaterals for EMEA
- Developing new and creative ideas for demand generation and customer retention
- Presenting at strategic meetings and events including prospect meetings, webinars and customer growth meetings
- Briefing and managing marketing and design agencies
- Managing ad hoc requests from directors and senior management

**Marketing Coordinator**, Questionmark Computing Ltd. Mar 2014 – Mar 2015

- Coordinating website and comms messaging for new product / service roll outs
- Crafting customer surveys to gather data and insights
- Working with design and proofing vendors to develop marketing collaterals
- Writing press releases and publishing online and via wire services
- Building editorial calendars to support organisational strategies
- Organising and managing annual user conference
- Content development and promotion
- Developing strong cross-functional relationships – in particular with sales and account management teams

**Marketing Assistant**, Questionmark Computing Ltd. Mar 2012 – Mar 2014

- Carrying out competitive research and providing reports to internal teams
- Assisting with copy writing for email communications and blog content
- Arranging promotional events, trade shows and training meetings
- Ensuring the marketing database is accurate and up to date
- Writing reports on event outcomes and digital marketing data

## Education

- **PRINCE 2 Project Management**, Oct 2018
- **IDM Professional Diploma in Direct & Digital Marketing**, Oct 2015 – Jun 2016
- **A Levels, LaSWAP Sixth Form Consortium**, Sept 2008 – Jul 2010  
Business Studies – A; Spanish – A; Law – B
- **GCSE's Parliament Hill Secondary School**, Sept 2003 – Jul 2008  
A\*-C's in all subjects including: English Literature & Language, Maths, Science, Graphic Design, IT, History, Portuguese and Spanish.