

MONNALISA VIANA

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PROFESSIONAL EXPERIENCES

Metalcad Iron Works | Clinton, MA
Project Coordinator, Communications | 10/2023 – 02/2025

- Manage end-to-end project lifecycles, from client prospecting to project design and delivery.
- Support cross-functional teams to optimize workflow, communication, and client satisfaction.
- Enhanced the company's visual communication materials, improving Google Reviews and brand perception, while creating marketing emails to boost client engagement.
- Saved over \$2,000 monthly by optimizing Google sponsorship strategies and developing a manufacturing briefing system that organized production workflows and quantified labor hours.

Time Out Market | Boston, MA
General Manager | 08/2021 – 09/2023

- Managed a global team of over 30 professionals, optimizing recruitment, training, development, growth, and fostering cultural collaboration.
- Oversaw operations for 18 restaurants within Time Out Market, directly overseeing 50 stakeholders, cultivating partnerships, and driving business success.
- Spearheaded logistics and operations for annual events, hosting over 1K attendees and corporate gatherings, partnering with universities to enhance brand visibility.
- Developed and executed strategic growth initiatives, boosting restaurant visibility and driving significant increases in customer traffic.

Prefeitura de Palmas - TO (Palmas City Hall) | Brazil
Sr. Digital Marketing and Corporate Communications Manager | 06/2020 - 08/2021

- Structured and led the communications department of a city with 300,000 residents, managing a team of 11 professionals effectively.
- Managed 3 marketing agencies, ensuring alignment with municipal communication goals and driving campaigns that engaged diverse audiences.
- Collaborated with 12 municipal departments to unify messaging, producing cohesive digital campaigns that amplified government transparency and public trust.
- Spearheaded digital communication strategies, increasing social media engagement by 90.9% and growing followers across platforms by over 80,000 in 7 months.
- Pioneered a weekly IGTV news series, enhancing public awareness of municipal projects and services while boosting social media interactions.

Agencia Public (Advertising Agency) | Brazil
Account Manager | 09/2017 - 02/2020

- Managed marketing strategies for 23 clients across healthcare, automotive, hospitality, and NGOs, achieving significant brand impact.
- Led a multidisciplinary marketing team of 10 professionals, driving creativity and innovation in content, social media, design, and campaign execution.
- Managed multi-channel advertising campaigns across Facebook, Instagram, radio, and TV with a USD 20K annual budget, driving consecutive sales leadership for Chevrolet.
- Increased social media engagement by over 500% for Fiix Urbanismo, a real estate developer, implementing humanized customer service and optimizing sales funnels with direct communication channels.

Arena Publicidade (Advertising Agency) | Brazil
Social Media Manager | 08/2016 - 08/2017

- Managed marketing strategies and campaigns for a diverse portfolio of 32 clients, ensuring tailored solutions and measurable results across various industries.
- Executed strategic digital marketing initiatives focused on brand positioning and repositioning, enhancing market presence, and driving business growth.
- Strengthened the brand and institutional image of the State Government, managing the Governor's social media presence and executing strategic communication campaigns across diverse channels.
- Structured the marketing department for Portal do Oeste newspaper, expanding market presence by 30% in Tocantins, a state with a population of 1.5 million.

PROFILE

Trilingual (English, Spanish, Portuguese) marketing and communications professional with 10+ years of experience in strategic marketing, brand management, and operational leadership across government, corporate, and nonprofit sectors. Passionate about mission-driven work and skilled at leading cross-functional teams, managing large campaigns, and aligning marketing strategies with business goals.

EDUCATION

Postgraduate Degree in Journalism

Universidade Federal do Tocantins, Brazil | 2019

Bachelor's in Communication with a focus on Advertising and Marketing

Centro Universitario Luterano de Palmas, Brazil | 2016

KEY SKILLS

- Strategic Marketing & Communications
- Content Creation & Brand Positioning
- Project Management & Workflow Optimization
- Stakeholder Engagement & Relationship Building
- Creative Development
- Media Relations & Public Relations
- Cross-Functional Team Leadership
- Trello, Asana, Slack, Mailchimp, WordPress, Google Ads, Facebook Ads, Google Analytics