

MARIA PINEDA

MEDIA & COMMUNICATIONS
PROFESSIONAL

+61 402 902 149
mppmwork@gmail.com
Perth, Western Australia

PROFILE

Creative communications professional with experience in marketing, social media, and community engagement across education and hospitality sectors. Skilled in developing outreach campaigns, coordinating events, and producing engaging digital content. Passionate about connecting people through authentic communication and cultural understanding.

WORK EXPERIENCE

2024 - PRESENT

ADHD Western Australia

Marketing, Communications & Data Officer

- Managed advertising campaigns, tailoring content to increase community reach and participation.
- Updated and maintained website content to ensure clarity, accessibility, and alignment with campaign objectives.
- Produced and edited video content to promote services and raise awareness of ADHD
- Evaluated campaign performance through GA4 and Power BI, presenting insights to strengthen communication strategy.

2023 - 2024

Pantano Bar

Marketing Manager

- Created and scheduled social media campaigns on Instagram and Facebook to promote events and specials.
- Designed graphics and short-form videos that boosted engagement and event attendance.
- Managed paid social ads to expand reach and attract new patrons.
- Monitored performance outcomes and shared recommendations with management to enhance community engagement.

EDUCATION

2023 - 2025

UNIVERSITY OF WESTERN AUSTRALIA

- Bachelor of Arts: Media and Communication Studies

CERTIFICATIONS

- Google Ads (2025)
- Meta Blueprint (2025)
- Google Analytics 4 (GA4) Certification (2025)

SKILLS

- Meta Ads Manager (Facebook & Instagram)
- Google Analytics 4 (GA4)
- Google Ads & Google Tag Manager
- Canva & Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator)
- Power BI (dashboards & reports)
- Campaign Optimisation & Reporting
- Content Creation & Copywriting
- Audience Research & Segmentation
- Storytelling & Visual Communication

LANGUAGES

- English
- Spanish (Native)
- French (Basic)