

BRILLIANT MARKETER OF THE MONTH

DARE TO
UPSKILL
YOURSELF



"The M.A.'s certification has opened doors for me that would have otherwise been closed. Now, I can confidently pursue new opportunities and take my career to the next level."

-Bruna Keller, Professional Certified Digital Marketer

CERTIFIED MARKETER



BRUNA KELLER

1. Tell us about what you're currently doing career wise?

"I am the Solutions Account Manager for RECIPE Marketing, we are Hubspot partners in New Zealand, and my main job is to find solutions for my client's problems. This could be anything from "I need to send an email to all my customers" to "I need to integrate my invoice system to my new CRM system" It can be very technical. Still, most of the time, I use my digital marketing knowledge to drive my decision. I'm also a digital marketing tutor for Yoobee College. I have a side hustle where I work only with small businesses."

BACKGROUND

This month's article is dedicated to Bruna Keller, a Digital Marketing Specialist at RECIPE Marketing who earned a Professional Certificate in Digital Marketing. We interviewed her to learn about her experiences and insights from the certification she earned.

Keller has experience working in various industries, including FMCG, SaaS, Health, and Education. Her extensive background in digital marketing tutoring and training, social media strategy, business strategy, branding planning, website platform design and training, and paid and organic campaigns has enabled her to stand out and thrive in her work.

Bruna was born and raised in Brazil and has lived and worked in New Zealand since 2014. Her enthusiasm for digitisation, technology, and education has undoubtedly contributed to her professional development. Bruna also enjoys seeing ideas come to life and flourish through digital means. "I am passionate about leading with kindness and genuine connections with people," Keller said.

2. What is your relationship to the MA? Which Professional Certification did you acquire through the MA, and how long did it take you to complete?

"I am a proud MA member. I've been attending their courses and events for a few years now. Still, my latest accomplishment was my Professional Certification in Digital Marketing. It took me one year to complete the courses, deliver my assessment and get my certificate."

3. Describe a typical day in your current role.

"I am a problem solver, so my day starts by using a few project management tools, I normally work with Monday.com to manage all my projects - at the moment, I have around 6 live projects that I manage. It's a mix of working in the tactics for the customer based on their growth plan for their business and always being proactive when they need a solution or an alternative for any pain point. A mix of emails and lots of meetings. I work 100% remotely, so everything is decided in Zoom meetings and phone calls. I am also working on our brand itself, using all the knowledge I acquire in my professional certification to grow our brand and get more recognition."

CERTIFIED MARKETER

4. How did you hear about the MA's Learning & Development workshops?

"I attended my first MA event around 4-5 years ago, and since then, I have been hooked. So I kept an eye on the events, and Parker mentioned this certification in one of the DDOs in the past years; I got curious, and here I am!"

5. What did you achieve professionally after becoming certified?

"I got the job of my dreams; of course, it was a lot related to what I did in the past years that put me up for success, but I'm finally working with something that I am very passionate about - solving problems through digital solutions."

6. What made you feel the need to upskill yourself?

"I recently realised I needed a better certification to advance my career. Being from Brazil, my highest education level - my post-grad in projects and marketing - was not recognised in the NZ market. It's sad, but that's just the way it is. However, I have no regrets because getting this certification has opened doors for me that would have otherwise been closed. I can confidently pursue new opportunities and take my career to the next level."

7. How important was knowing that the issued certification had national recognition?

"Very important; as I mentioned above, this was one of the reasons why I took this certification."

