Fernanda Ferrari | *Digital Marketing & Business Strategy Professional*

Email: fernandaferrari416@gmail.com Cell: (203)581-3061

Professional Summary:

Bilingual (English/Portuguese, proficient in Spanish) operations and event leader, business owner, and certified yoga instructor with over a decade of experience coordinating people, logistics, and community-based experiences. Known for creating calm, organized, and welcoming environments in fast-paced, high-energy settings.

Leadership & Community Involvement

- **Vice President, Our Quarterly Community**
- **Board Member & Director of Marketing, Hispanic Chamber of Commerce of Greater Bridgeport (HCCGB)**
- **Committee, Women in Networking, Greater Valley Chamber of Commerce**
- **Board of Trustee, Marketing Committee, Wakemen Boys & Girls Club**

Professional Experience:

Community Economic Development Fund

Business Advisor **September 2025 – Present**

- Advise funded small business owners on growth strategy, marketing, and operations to support sustainable business expansion
- Partner with clients post-funding to strengthen systems, improve positioning, and drive revenue growth
- Deliver one-on-one advising and workshops to help entrepreneurs implement scalable processes and maximize the impact of their funding

F3 Digital Marketing **January 2024 - Present**

Founder & Marketing Consultant

- Lead operations and coordination for client projects, managing timelines, communication, and execution across multiple stakeholders.
- Oversee on-site and event-based initiatives, ensuring smooth logistics, clear communication, and positive guest experience.
- Build long-term relationships through clear communication, organization, and reliability.

Peralta Design **January 2018 - May 2023**

Director of Digital Marketing & Operations

- Managed and coordinated marketing projects for 40+ clients, ensuring timelines, expectations, and deliverables were met.
- Led internal teams and external partners to execute campaigns smoothly and efficiently.
- Maintained strong client relationships through organization, communication, and consistency.

Education & Certifications:

University of Connecticut, Storrs, CT

May 2018 - Bachelor of Science in Business Administration