

Gabriel De Sousa Perri

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Marketing graduate and WSET Level 2-certified wine sales professional with experience in consultative selling, wine club conversion and retention, customer relationship management, digital strategy, and content execution.

EDUCATION

Bachelor of Management, Marketing Specialization

University of British Columbia - Okanagan Campus, Kelowna, BC

April 2026

Relevant Coursework: Consumer Behaviour; Digital and Social Media Marketing; Enterprise and Innovation; Marketing Strategy

EXPERIENCE

Wine Sales Development Program

Mark Anthony Group - CedarCreek Estate Winery, Kelowna, BC

May 2026 - Present

Sales

- Deliver tailored wine recommendations in the tasting room by aligning selections with guest preferences, occasions, and budgets to drive sales and strengthen the guest experience.
- Apply wine knowledge and consultative selling techniques to close purchases, increase customer confidence, and build lasting relationships.

Wine Club

- Convert prospective customers into Wine Club members by clearly communicating benefits and tailoring recommendations to their interests.
- Reduce cancellations and strengthen retention by resolving concerns and providing personalized, proactive support to at-risk members.
- Coordinated logistics and customer follow-up for 336 previously unfulfilled orders from the March and June shipment periods, supporting accurate delivery and member satisfaction.
- Conduct sales and post-sales calls with members and non-members to resolve concerns, strengthen relationships, and identify additional sales opportunities.

Marketing Intern

D2F Communications, Remote

May 2025 - April 2026

- Managed a monthly portfolio of approximately 6 client accounts independently while supporting 4-5 additional accounts, using market and competitor research to inform positioning and campaign decisions.
- Developed strategic content calendars and posting schedules aligned with client goals, audience insights, and platform best practices.
- Produced creative assets end-to-end, including captions, social posts, and adapted messaging that maintained brand consistency across platforms.
- Scheduled and monitored campaigns, reviewed engagement and reach with clients, and applied insights to future content across Brazil, Canada, the United States, and Europe.

Sales Associate

Reid's Corner Liquor Store, Kelowna, BC

May 2022 - March 2024

- Used customer preferences and product knowledge to provide tailored recommendations and support confident purchase decisions.
- Managed inventory, restocking, merchandising, and store organization to maintain an efficient and customer-ready environment.

Sales Associate

Zenith Inc., British Columbia

March 2022 - May 2022

- Communicated campaign goals to prospective donors, collected donations, and followed up with contributors to strengthen relationships and retention.
- Built trust through clear, persuasive communication and value-driven messaging in a high-contact sales environment.

PROJECT EXPERIENCE

Digital Marketing Strategist

University of British Columbia, Kelowna, BC

January 2026 - April 2026

- Collaborated in a five-person team to develop a comprehensive digital and social media marketing plan for a start-up brand initiative addressing a defined market opportunity.
- Conducted market research, customer insight analysis, and competitive benchmarking; developed target audience profiles, detailed personas, and an end-to-end customer journey map.
- Created actionable recommendations covering content strategy, channel selection, engagement tactics, KPIs, budget considerations, and implementation timelines, supported by a written report and team presentation.

Digital Marketing Strategy Consultant

UBCO Academic & Career Development, Kelowna, BC

September 2025 - December 2025

- Led a data-driven evaluation of Instagram performance, identifying gaps in awareness, engagement, and content effectiveness through survey research and analytics.
- Conducted primary research (student survey, n≈60) and competitive benchmarking of leading Canadian university career centres to identify best practices.
- Designed a student-centred content strategy focused on Reels, storytelling, and human-centred visuals, and built a semester-based content calendar with defined pillars, templates, and KPIs.
- Translated research into recommendations including ambassador marketing, urgency-based campaigns, and ongoing performance tracking.

Volunteer

Delta Secondary School, Ladner, BC

September 2019 - January 2020

- Supported teaching staff, helped organize parent-teacher conferences, and guided fellow volunteers during assigned shifts.

SKILLS & CERTIFICATIONS

Certification: WSET Level 2 Award in Wines

Marketing & Sales: Consultative selling, customer relationship management, wine club conversion and retention, market research, content strategy, social media management

Technology: Microsoft Office, Canva, Meta Business Suite, CapCut, KingHost

Platforms: Instagram, Facebook, YouTube, TikTok

Languages: English, Portuguese, Spanish