



MAFALDA MONTEIRO

Digital Brand Coordinator

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WHO I AM

Dedicated to the success of digital platforms and channels, specifically: eCommerce, social, fan engagement, UX/UI, email marketing and media planning. Proven expertise in optimizing online presence, managing digital assets and improving digital platforms.

WORK EXPERIENCE

Sporting Clube de Portugal

Lisbon, Portugal

Digital Brand Coordinator

Mar. 2023 – Present

Senior Digital Brand Manager

January 2021 – April 2023

Digital Brand Manager

October 2017 – December 2020

- Define the Digital Brand Strategy, both in terms of branding and performance;
- Lead the strategy for monetizing content and product assets in digital platforms;
- Shape the Club's fan relations across all stages (engagement, acquisition, monetization);
- Deliver solutions for digital platforms with emphasis on UX/UI optimization;
- Lead the eCommerce delivery to successfully roll-out our products;
- Point of contact with our agency for major campaigns and media planning;
- Manage a team of 14 digital experts (Social, Email, Brand Managers and Design);
- Speaker (Thinking Football Summit, Social Football Summit, Universities).

RTP – Rádio e Televisão de Portugal

Lisbon, Portugal

Product Manager

Sept. 2015 – Sept. 2017

- Lead the development of RTP Notícias, the most downloaded news app in Portugal;
- Oversee RTP Play: streaming and on-demand television and radio service;
- Successfully launch of RTP Arquivo: RTP's multimedia archive;
- Drive the commercialization of our digital platforms;
- Elaborate new multimedia projects and improve existing ones;
- Work closely with UI/UX and stakeholders to translate needs into product requirements.

Sonae MC

Lisbon, Portugal

E-Commerce Manager

Apr. 2014 – Aug. 2015

- Managing the go-live of www.wells.pt;
- See-through UX/UI to ensure ongoing and efficient product delivery;
- Operation Control – stock levels, product campaigns, service levels, client satisfaction.

Havas Worldwide

New York, USA

Brand Strategy & Production Assistant

Oct. 2013 – Apr. 2014

- Strategy and campaign development for all *New York Life* advertising mediums;
- *Keep Good Going* brand campaign for NYL which features Life Lessons.

The Walt Disney Company

London, UK

Sales Assistant – Placement Year

Jul. 2010 – Aug. 2011

- **Accomplishments:** Intern of the Year Award

EDUCATION

Oxford Brookes University

Sept. 2008 – May 2012

Business Management, Bachelor of Arts (BA)

SKILLS

Leadership

UX/UI

Brand Strategy

Digital Assets

Social Media Strategy

Project Management

Portuguese

English

Spanish

Google Analytics

A/B Testing

SEO