



# 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