

AFONSO DE SANTA MARIA QUINTAS

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Grounded in law with a fervent passion for marketing, I, Afonso Quintas, blend analytical precision and creativity. My global experiences have sharpened my critical thinking, intercultural communication, and inventive problem-solving, equipping me for unique marketing insights. Pursuing an International MBA, I'm ready to apply my skills for impactful strategies. Eager to join a team that champions innovation and purpose, I aim to leverage my background to craft marketing solutions that resonate globally.

EDUCATION

PORTO BUSINESS SCHOOL

International MBA, Major in Marketing

PORTO, PORTUGAL

OCT. 2023- JUL. 2024

- Relevant courses: Marketing Strategy and Implementation, Sustainable Marketing, Innovation and Digital Strategy, Negotiation Skills, Strategy, Financial Management, Leading and Managing People, Problem Solving and Decision Making;
- Global Business Innovation Immersive Week – University of California, Berkeley, Haas School of Business (MAR.2024)

NOVA SCHOOL OF LAW & NOVA SBE, UNIVERSIDADE NOVA DE LISBOA

Master's degree in Law and Management

LISBON, PORTUGAL

SEPT. 2020-JUL. 2022

- Master Thesis – “The Importance of the EU, ESG Factors, and Responsible Investment on climate change”
- Relevant Courses: Marketing, Negotiation, Business Management, Strategy;

FACULTY OF LAW, MAASTRICHT UNIVERSITY

Themis- Business and International Law oriented study abroad

MAASTRICHT, THE NETHERLANDS

SEPT. 2021–JAN. 2022

- Relevant courses: EU Property Law, EU Competition Law, EU Environmental Law, International Dispute Settlement, Law and Economics;

FACULDADE DE DIREITO, UNIVERSIDADE LUSÍADA DO PORTO

Bachelor of laws

PORTO, PORTUGAL

SEPT. 2016–JUN. 2020

EXPERIENCE

SUPER BOCK GROUP

External Strategy Consultant

PORTO, PORTUGAL

APR. 2024–JUL. 2024

- MBA Capstone Project on Brand Internationalization: Expanding into the US Market;

SUMOL

Co-creator

LISBON, PORTUGAL

JAN. 2022– PRESENT

- Content creator for Sumol – Developing content in social media to spread the brand's message;
- Sumol Summer Fest 2023 & 2024 – Promotional Video;

BNP PARIBAS

Compliance Officer – Territory PT, COO PT, 2S PT, Real Estate PT

LISBON, PORTUGAL

SEPT. 2022– SEPT. 2023

- Communication Coordination – Coordinated internal and external communications, ensuring clarity and consistency across multiple channels, enhancing brand integrity and compliance with regulatory standards;
- Project Management – Cross-functional projects with a focus on compliance, streamlining processes and fostering collaboration between marketing and legal teams to ensure campaign alignments with regulatory requirements;

MOUZALAS AZEVEDO ADVOCACIA

Legal Counsel

JOÃO PESSOA, BRASIL

JUL. 2022– AUG. 2022

- Criminal Law and Economic Criminal Law – Honed critical analysis and problem-solving skills through criminal law casework, providing a solid foundation for navigating complex challenges and strategy development;

FRANCISCO PIMENTEL, VARANDAS E ASSOCIADOS*Trainee Lawyer***LISBON, PORTUGAL****MAR. 2022– JUL. 2022**

- Civil law - Cultivated meticulous attention to legal detail in civil law matters, enhancing my capability for precise and impactful marketing message formulation;
- Corporate Law - Navigated complex corporate law frameworks, developing strategic thinking skills crucial for corporate marketing strategies and stakeholder communication;

ACC - LAW OFFICE*Legal Intern***LISBON, PORTUGAL****MAR. 2021– MAY. 2021**

- Civil law – Enhanced problem-solving abilities by addressing civil law disputes, applicable to resolving marketing challenges and maintaining brand reputation;
- Corporate Law – Cultivated an understanding of corporate ethics and legal responsibilities, key to ensuring ethical marketing practices and CSR;

ELSA – EUROPEAN LAW STUDENTS ASSOCIATION*Director for Marketing and Social Media***LISBON, PORTUGAL****SEPT. 2020– JUL. 2021**

- PR, Events – Crafting compelling narratives and execution of high-impact events, gaining expertise in event marketing, audience engagement, and brand positioning strategies;
- Social Media Management and Coordination, Marketing Planning – Drove brand visibility and community engagement through social media management;

PR, MARKETING, BRANDS**NEW BALANCE***Content Creator***LISBON, PORTUGAL****MAR. 2023– APR. 2023**

- New Balance 550 campaign and New Balance 9060 “Modern Expressionism” launch campaign;
- Modern expressionism - New Balance 9060 launch campaign

SPORT TV*Digital Ambassador***LISBON, PORTUGAL****JAN. 2023– JUN. 2023**

- Content creator for SPORT TV (Liga Portugal BWIN 2022/2023)

LANGUAGES, COMPUTER SKILLS AND CERTIFICATES**Portuguese** (Native); **English** (Fluent – C1 & B1); **Spanish** (Basic)

Excel (Advanced), Excel: Power Query Certificate, Microsoft office 365: Administration Certificate, Programming elementary

IE BUSINESS SCHOOL – CHANNEL MANAGEMENT AND RETAILING (ECOURSE)**UNIVERSITY OF PENNSYLVANIA – PRIVATE LAW AND DATA PROTECTION (ECOURSE)****OTHER EXPERIENCES AND INTERESTS****NOVA SURF CLUB***Project Manager – Brand developer.***LISBON, PORTUGAL****SEPT. 2020– SEPT. 2021**

- NSC brand development and implementation – Spearheaded brand development initiatives, applying creative strategy and market insight to establish a strong brand identity, crucial for effective marketing positioning;
- Nova Surf Contest Event planning - Orchestrated the major university surf contest, showcasing skills in event marketing, from concept to execution, enhancing brand visibility and audience engagement;
- Beach Cleaning initiative – Led community engagement through beach cleaning events, highlighting the brand's commitment to sustainability, an increasingly important aspect of contemporary marketing strategies;

LUSÍADA UNIVERSITY ACADEMIC ASSOCIATION*President of the Cultural department***PORTO, PORTUGAL****NOV. 2019– JUL. 2021**

- Events and students' activities promotion