

# AFONSO DE SANTA MARIA QUINTAS

25 years | Porto, Portugal

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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

PORTO, PORTUGAL

*International MBA, Major in Marketing*

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

LISBON, PORTUGAL

*Master's degree in Law and Management*

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

MAASTRICHT, THE NETHERLANDS

*Themis- Business and International Law oriented study abroad*

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

PORTO, PORTUGAL

*Bachelor of laws*

SEPT. 2016–JUN. 2020

## EXPERIENCE

### SUPER BOCK GROUP

PORTO, PORTUGAL

External Strategy Consultant

APR. 2024–JUL. 2024

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

### SUMOL

LISBON, PORTUGAL

*Co-creator*

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

LISBON, PORTUGAL

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

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

JOÃO PESSOA, BRASIL

*Legal Counsel*

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****LISBON, PORTUGAL***Trainee Lawyer*

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****LISBON, PORTUGAL***Legal Intern*

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****LISBON, PORTUGAL***Director for Marketing and Social Media*

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****LISBON, PORTUGAL****NEW BALANCE**

MAR. 2023–APR. 2023

*Content Creator*

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

**SPORT TV****LISBON, PORTUGAL***Digital Ambassador*

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****LISBON, PORTUGAL***Project Manager – Brand developer.*

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****PORTO, PORTUGAL***President of the Cultural department*

NOV. 2019–JUL. 2021

- Events and students' activities promotion