

MARKETING MANAGER

MSc INTERNATIONAL

MARKETING

4+ YEARS WORKING EXPERIENCE

PORT / ENG / SPAN / FR

BRANDING
COMMUNICATION
CAMPAIGN and CONTENT
CREATION
DIGITAL MARKETING
E-COMMERCE
COMMUNITY MANAGER
PRODUCT DEVELOPMENT
PASSIONATE ABOUT
CREATIVE WORKING and
INNOVATIONS

**International background,
high aesthetic sense
entrepreneurial spirit
fluent in English, Spanish
and Portuguese**

EDUCATION

2013 - 2014: **EADA Business School**

Master's Degree « International
Master in Marketing »

Top 25 Business Schools in
Europe

2009 - 2013: **Fundação
Armando Alvares Penteadó
(FAAP)**

Bachelor's Degree « Business
Administration »

Emphasis in Entrepreneurship

PROFESSIONAL EXPERIENCE

May 16 - Feb 18

Marketing Specialist - BURGER KING EMEA Baar, CH

Direct Markets *Lead Marketing initiatives for Switzerland, Czech Republic and Bulgaria*

- * Coordinate marketing pipeline: build marketing calendar, manage campaigns and product innovation
- * Campaigns development and execution. Highlight: Hot Dogs launch in Switzerland, outstanding digital influencer campaign results
- * In charge of media activities: TVC, billboards and digital
- * Manage social media pages: brief, coordinate and approve agencies content
- * Lead trade marketing initiatives - POP development, coordinate material implementation Innovation process management, from defining the product to implementation
- * Project management – Highlight: delivery service and order kiosk launch in Switzerland
- * Marketing Analysis: product mix analysis, marketing initiatives performance, pricing, campaign impact results

Innovation EMEA

Coordinate Innovation project for Burger King EMEA

- * Project management, highlights: develop and deploy packaging for the delivery service EMEA. Build and sell order Kiosk business case. Innovation process management - approve through the internal system all the innovation in EMEA
- * Support the Directors on analysis and reports
- * Sales forecast for product launch

Apr 15 – Dez 15

Marketing Coordinator - MOVADO GROUP INC. (São Paulo, Brazil - Home Office)

Coordination of watches brands– Lacoste, Hugo Boss, Coach, Scuderia Ferrari, Tommy Hilfiger, Movado and Juicy Couture

- * In charge of adapting and manage visual merchandising materials during new campaign launches
- * Responsible to Brief and assist the PR agency
- * In charge of brief and assist the creative agency on adapting the global campaign into local
- * Creation of social media calendar and development of brand content Support both Coach and Movado launch event organization

LANGUAGES

Portuguese: native speaker

English: proficient (C2)

Spanish: proficient (C2)

French: intermediary (B1)

IT

Office Package: advanced skills

Google Adwords

Photoshop: intermediary skills
(DRC course Certification)

INTERESTS

Healthy lifestyle: yoga (certified teacher), meditation, healthy food

Environment friendly products and services

Fashion: cool hunting, trends

Sports: running and football

Volunteer at Art of living NGO

Jan 15 – Apr 15

Marketing Assistant - SALON LINE (São Paulo, Brazil)

- * Market research for the re launch of the wax brand Depyline, after a year absent in the market
- * New packaging development for all the Transformation Line (8 products), main line of the company, which was losing market share
- * Brief and assist the designers on packaging, POS material and social media content
- * Assist hair product tests to get consumer insights

Jan 12 – Nov 12

Risk Management Intern – SANTANDER BANK (São Paulo, Brazil)

- * Reports elaboration, analyze and conciliation with Middle office the economic results of two proprietary trades, checking the rates, quantities of contracts and calculations
- * Daily interaction with pricing and middle office areas

Jan 11 – Nov 11

Sales Intern – IBM (São Paulo, Brazil)

- * Acted creating and analyzing files to support and track the top opportunities in IBM Latin America (splited on Brazil, Mexico e South Spanish America)
- * Support the executives in their needs as data consolidation