

# Ana Gomes

---

**Title:** Chief Marketing Officer, Puma Iberia

**Location:** Portugal

**Email:** ana.gomes@marketingpro.com

**Phone:** +351 913 456 789

---

## Summary

Senior marketing executive with 22+ years of experience across digital marketing, brand strategy, and customer experience. Proven track record in developing integrated marketing campaigns, managing global brand transformations, and delivering data-driven marketing initiatives. Known for strong leadership skills and strategic vision that connects marketing efforts to business growth.

Certifications: Google Marketing Platform, Salesforce Marketing Cloud.

Languages: Native Portuguese, fluent in English and Spanish.

---

## Experience

### 2024 – JourneyAir Airlines

- Implemented a personalized customer journey program that increased loyalty program signups by 35%. Created segmentation models for targeted communications and developed a content calendar aligned with seasonal travel behaviors.

### 2023–2024 – LuxHome Furnishings

- Orchestrated a brand repositioning campaign focused on sustainability and premium quality. Led creative direction for multimedia assets and managed a €3.5M campaign budget across 5 European markets.

### 2022–2023 – GreenGrocers Market

- Developed an omnichannel marketing strategy integrating physical stores with digital touchpoints. Introduced QR-based product storytelling and created a mobile app that increased repeat purchases by 28%.

### 2021–2022 – CityBank Portugal

- Led the creation of a customer advocacy program that improved NPS scores by 18 points. Established customer feedback loops and designed recognition systems for brand advocates.

### 2020–2021 – SporTech Apparel

- Managed the launch of an athleisure line through influencer partnerships and experiential marketing. The campaign reached 12M impressions and contributed to a 40% revenue increase in the first quarter.

### 2019–2020 – TeleCom Services

- Directed the implementation of a marketing automation platform integrating CRM data. Created nurture streams for different customer segments and introduced attribution modeling for campaign effectiveness.

### **2018–2019 – EcoFoods Group**

- Created a social media strategy focusing on sustainable practices and healthy eating. Developed content pillars, community management guidelines, and crisis communications protocols.

### **2016–2018 – UrbanStyle Fashion**

- Oversaw the transformation of retail marketing to include digital experiences. Introduced AR fitting rooms and personalized recommendations based on purchase history.

### **2013–2016 – GlobalDrinks Corporation**

- Led marketing campaigns for new product launches across Southern Europe. Managed relationships with creative agencies and organized sampling events that reached 500,000+ consumers.

### **2011–2013 – FestivalTours Agency**

- Developed targeted marketing programs for cultural tourism. Created partnerships with local artisans and designed promotional materials showcasing authentic experiences.

---

## Education

### **ISCTE Business School**

*Master's in Marketing Management*

### **Universidade Nova de Lisboa**

*Bachelor's in Communication Sciences*

---

## Skills

- Brand Strategy & Positioning
- Integrated Marketing Campaigns
- Digital Marketing & Social Media
- Customer Journey Mapping
- Marketing Analytics & ROI Measurement
- Native in Portuguese; fluent in English and Spanish