

Contato

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Principais competências

Advertising
Campaign Management
Client Service

Languages

Português (Native or Bilingual)
Espanhol (Elementary)
Inglês (Full Professional)

Certifications

Inglês - Nível 7

Honors-Awards

Superstitious Outdoor | Gold Prize in Media/Outdoor
Winner of "Clix logo Animation" Contest

Mafalda Coelho

Project Manager Marketing & Comunicação
Lisbon Area, Portugal

Resumo

Work experience focused on Marketing and Communication Projects, obtained in FMCG markets, Retail, Consumer Electronics, Banking, Health, among others.

Main Responsibilities:

- . Client Management: Direct and constant relationship with Marketing departments; deep understanding of brands, services and products; detection and evaluation of new communication opportunities. Deep understanding of clients needs in order to achieve best solution taking into consider budget and deadlines;

- . Coordination and Cooperation with multidisciplinary teams; managing client expectations and needs, which include creating timelines/deadlines and assuring quality project deployment while briefing creatives or vendors

- . Briefing reception; research; strategic plan definition; creative briefing development; client presentation; budget definition; production; project launch/implementation maintaining brand and legal guidelines; analysis of results and Invoice.

Technical skills: Campaign Management | Client Service | Creative Strategy | Research | Strategic Planning | Integrated Marketing | Advertising | Online and Offline Marketing Communication

Advertising | Brand Activation | Events | Digital | Institutional and Product Communication | Graphic Design | Editorial Design |

Experiência

Born

Communication Project Manager
outubro de 2017 - Present
Lisboa e Região, Portugal

Digital; Design; Brand Activation and Events Projects Management
New business Communications Project Management

- . Client Management
- . Creative Teams Management
- . Briefings Development and Internal Management
- . Budget proposal and operationalisation of the client's demands and needs
- . Suppliers relationship management
- . Production Management
- . Data & Reporting

Clients:

The Navigator Company; Delta International Markets

Jungle Shopper Marketing BY BORN

Communication Project Management focused on Shopper Marketing: Shopper Insights; Shopper Journey; Path to Purchase.

Clients:

- . Angola Market, Contidis with Candando; Wammo; Cuida+ brands and also Sodiba client;
- . Bioten.

Projects:

- . Total Retail Monthly Campaigns Candando; Wammo e Cuida+;

FUEL Lisbon

Executive Account

novembro de 2015 - dezembro de 2016 (1 ano 2 meses)

Lisbon Area, Portugal

Definition and Management of Integrated Marketing Communication Projects.

Clients:

- . Jogos Santa Casa (State social Games) Institutional and Product - Euromilhões (EuroMillions), M1LHÃO, Placard, Totobola, Raspadinha;
- . Associação de Promoção da Madeira (Madeira Promotion Bureau);
- . Sogrape Vinhos (Wine market), Gazela and Herdade do Peso brands;
- . Iglo.

Some Projects:

- . Launch Campaign of the new supplementary game offered to Portuguese EuroMillions - M1LHÃO from Jogos Santa Casa: New identity/Branding creation; Integrated Campaign (TV, press, radio, Atm, bus, outdoors, online and point of sale);
- . Institutional "Jogo Responsável" Integration Campaign and Brand Activation;
- . Jogos Santa Casa Annual Report 2015, Editorial Design Project Management;
- . "Gazelar sem Parar com César Mourão" Campaign for Gazela Wine Brand, focused on Digital and Social Media in order to create engagement, but also Graphic and Brand Activation.

Leo Burnett

Senior Account

julho de 2008 - novembro de 2015 (7 anos 5 meses)

Lisbon Area, Portugal

Strategy, Definition and Management in Marketing & Communication Project Development.

Clients Service:

- . Tabaqueira (Philip Morris International's affiliate in Portugal): Marlboro; L&M; Chesterfield; Português; SG Ventil and IQOS brands;
- . Philip Morris International Angola Market - Chesterfield and L&M brands
- . Procter&Gamble - Tide; Bellady; Herbal Essences; Clearblue and Swiffer brand;
- . Syngenta;
- . Samsung - TV segment and Institutional;
- . Freeport Fashion Outlet;
- . Kellog's
- . Iveco;
- . Hospital Cruz Vermelha.

Main Projects:

- . Graphic Design; Point of sale Communication and Packaging Limited Editions Chesterfield; L&M and Marlboro brands
- . SG Ventil (Portuguese tobacco brand) Rebranding
- . IQOS Launch Campaign : Website with tutorials development; Point of sale Communication, Tutoriais Web para Website; Industrial Design for Shop launch;

- . Music festivals Marlboro Brand Activation;
- . Special Media outdoor Campaign for Freeport Fashion Outlet - Gold Winner on Festival CCP;
- . Procter & Gamble/ Kellogg's / Iveco: Relationship Management with Leo Burnett global offices for articulation and deployment of Multinational Clients Campaigns.

Direct report to the Account Director and managing Account Trainee.

DDB

Brand Manager

setembro de 2005 - junho de 2008 (2 anos 10 meses)

Lisbon Area, Portugal

Brand Manager in Relationship Marketing, Graphic and Editorial Design and Advertising Projects.

Clients:

- . Cetelem Credit Bank;
- . Esso;
- . Hasbro;
- . Aiesec
- . Negócios do Golf Magazine.

Formação acadêmica

Learn Digital with Google - Atelier Digital Google 2017

Digital Marketing · (2017 - 2017)

Citeforma

E - Marketing, Marketing Digital · (2017 - 2017)

IADE - Creative University

Licenciatura, Marketing e Publicidade · (2002 - 2006)

EDIT. - Disruptive Digital Education

Digital Strategy, Presence Workshop · (2015 - 2015)