



# MANUEL TINOCO DE FARIA

PASSIONATE MARKETER & DIGITAL STORYTELLER

## OBJECTIVE

To deliver, to achieve the best results, commit to proactivity and excellence.  
I want to tell awesome digital stories that convert audiences and sell products that have an impact.

## SKILLS

I am also a tireless researcher and a nice guy to hang around with at the office.  
I'm a native Portuguese, I speak and write Fluent English and I can also speak Spanish and a little bit of German.

## EXPERIENCE

### CONTENT AND CATEGORIZATION MANAGER • WORDANS • 2017

Responsible for the sales growth of 125% of all Furniture items  
Activated the Back to School campaign (CMGR of 35%)  
Brought in 5k new lifetime facebook likes

### CONTENT MANAGER • NOVA SBE • 2016

Relaunched linkedin (550 new followers on week 1), instagram (1.5k new followers) and introduced live streaming for the facebook page (8k views during *Discovery Week*)

### DIGITAL CO-STRATEGIST • CENTRALMODELS • 2013

Managed and launched the online contest *Fresh Faces 2013* (+ 25 new partners, 10k turn over, + 3500 new facebook likes)

### CONTENT MANAGER • JUNGLEPIXEL • 2012-2016

Content manager for Android and iOS apps like *blappchat* (7k downloads on week 1), *Tuttinoche* (# 10 on the Portuguese App Store), and *EatN'Out* (ranked # 12 for the Vodafone Big Apps challenge)

## EDUCATION

### COMMUNICATION & MARKETING NEW MEDIA • 2014 • RESTART

Presented and designed *Aymo World* as a final project (92/100 final score)

### CORE WRITING I CERTIFICATE • 2010 • SECOND CITY TRAINING CENTER

I wrote 35 sketches and presented 5 of them at the de Maat theater

### MEDIA STUDIES BACHELOR • 2009 • UNIV. CATÓLICA PORTUGUESA

Pitched and hosted *The 10 Best Movies of All Time by Martin Scorsese* for the Cinema Group (most watched video of the website for 1 month)



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