

FERNANDO TAVARES

PROJECT MANAGER -
AGILE - MARKETING -
ADVERTISING - UX -
DATA - WEB BUILD

<https://www.linkedin.com/in/fernando-tavares-1b567258/>

CERTIFICATIONS / EDUCATION

- Scrum Master
- PMP
- Design Thinking
- Data to Insight - MIT
- Master in Marketing
- Advertising Bachelor Degree

LANGUAGES

- English
- Spanish
- Portuguese

CONTACT

Paddington, W2, London, UK

felotasi@gmail.com

+44 7378 788482

RESUME

Fernando Tavares is a professional with over 14 years of experience in companies such as Y&R, Havas, VML, and Isobar.
Strategic vision capability to lead multidisciplinary teams.

Specialties: Project Management, User Experience, Big Data, Performance Marketing, Front End, CRM, e-Commerces, and CMS's

EXPERIENCE

COMPANY :: Talon Outdoor UK

ROLE :: Senior Technical Project Manager

PERIOD :: Jan 2018 - Now

COMMENTS :: Responsible for the innovation initiatives and acting as a project manager/Product owner, Fernando is helping Talon build the next OOH software generation solutions such as DMP (proprietary solution), automated media trade platform and analytic solutions. Participating in all the stages of the projects (Proof of Concept, Discovery, Design, Development, Operations, and Improvements) and all the deliveries.

CLIENTS: House of Fraiser, McDonald's and Google

COMPANY :: **MasterPM** (MestreGP)

ROLE :: Consultant / Coach and Keynote Speaker

PERIOD :: May 2012 - Aug 2017

COMMENTS :: Consultant for several companies in the advertising and marketing market, who seek to improve their operational performance and programs.

COMPANY :: **IgnitionOne**

ROLE :: Head Of Customer Performance LATAM

PERIOD :: May 2015 - Aug 2016

COMMENTS :: Responsible to implement agile methodologies and improvements in the structures, process and products knowledge, in all the local teams.

Responsible for creating clients strategy in marketing automation, programmatic marketing, campaigns, process, documentation, methodology and profitability/Success.

TRACK RECORD :: Growth of 150% year on year.

CLIENTS: GM, Renault, Citroen, Subaru, Samsung, Kinder, Sage, others.

FERNANDO TAVARES

PROJECT MANAGER -
AGILE - MARKETING -
ADVERTISING - UX -
DATA

EXPERIENCE

COMPANY :: VML

ROLE :: Operations & Project Director [Operational Performance]

PERIOD :: December 2010 - December 2015

COMMENTS :: As Operations & Project Director, I was responsible for teams in User Experience, Project Management, SEO, Mobile, RTVC, Video Production, Financing, IT Infra Structure and Third Party Management.

More than 10,000 deliveries per year (Digital, Print, Film, Interactive Installations).

TRACK RECORD :: Helped to bring the company to Brazil from ground zero with average growth (in 5 years) of 40% year after year.

CLIENTS::: Netflix, Lenovo, LG Eletronics, ING Insurance, Colgate Palmolive, Expedia, others.

COMPANY :: Garage Interactive

ROLE :: Agile Coach / PMO (Project Management Office)

PERIOD :: January 2010 - July 2010

COMMENTS :: Responsible for overseeing all the methodology, documentation, workflow and performance of the clients and agency.

COMPANY:: Tribo Interactive

ROLE :: Agile Coach / PMO (Project Management Office)

PERIOD :: 2009 - Second Semester

COMPANY :: Agente

ROLE :: Consultant for business and project management

PERIOD :: 2009 - First Semester

COMPANY :: Financial Broker Cruzeiro do Sul SA - Company conglomerate Banco Cruzeiro do Sul SA

ROLE :: Head of Product Development

PERIOD :: 2007 - 2009

COMPANY :: A1 Brasil

ROLE :: Senior Agile Project Manager

PERIOD :: 2006 - 2007

COMPANY :: OGILVY

ROLE :: Project Manager

PERIOD :: 2006

COMPANY :: HAVAS

ROLE :: Account and Project Manager

PERIOD:: 2005

COMPANY :: ISOBAR

ROLE :: Project Manager

PERIOD ::2002 - 2004