

FREDERICO VIEIRA GUERRA

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PROFESSIONAL ATTRIBUTES

Versatile, client-focused Events Producer and Organiser with transferable hands-on skills honed in the hospitality, tourism and corporate sectors. A strong team player and multilingual communicator who handled a wide range of clientele. Built advantageous business relationships; retained a calm demeanour within a fast paced, evolving and high pressure environment. Now seeking the next role using organisational, commercial and interpersonal expertise to attain stakeholder objectives and challenging expectations.

CORE COMPETENCES and ACHIEVEMENTS

- Displayed meticulous attention to detail when planning, organising, co-ordinating and running hospitality events in different sectors, meeting stakeholder requirements and expectations with an emphasis on quality.
- Demonstrated organisational acumen at **Brandway**. Collaborated with **Joao Lagos Sports** to oversee the **Volvo Ocean Race** Lisbon stopover. Assisted the Portuguese **ATP Portugal Open tennis** tournament (11 years), **PGA Golf tour** (4 years), **Lisbon-Dakar Rally** (2 years), and **Quebramar-Chrysler** sailing competition (3 years).
- Impressively co-ordinated the Sponsors Village for 3 consecutive years at the **ATP Portugal Open** (<http://www.portugalopen.pt>). Managed sponsorship and personnel at **Lisbon's Fashion Week** (<http://www.modalisboa.pt>).
- Proactively and efficiently negotiated venues, quoted infrastructures needed and attracted sponsorships with **Grupo Bandeirantes de Comunicação**, **HSBC**, **Frontline**, and others for a Cesar Milan Tour in Brazil.
- Displayed commercial awareness and entrepreneurial spirit when creating the project **ONE** with 2 partners. This comprised **ONE Taste** (a 5 star restaurant), **ONE Drink** (a contemporary cocktail bar), and **ONE Night** (one of Lisbon's hottest nightclubs).
- Introduced a concise public relations (PR) strategy for **Twins**, promoted various events at 3 venues and employed personal networking to bring additional events to the clubs during the less busy daytime hours.
- Leveraged networking at **Charcas Hotel** resort to procure high profile events. These included **Sony Playstation** Annual Open Water event, **Wakeboard European Championships**, and a prestigious **Volkswagen Tiguan** model's European launch.

EMPLOYMENT HISTORY

09/2009 – 11/2014 **Manager: Events & Sponsorship** Brandway, Lisbon, Portugal
Involved in managing and administering activities for this events management company.

- Jointly planned then launched the enterprise, co-ordinating events, PR and communications, and obtaining new business.
- Organised end-to-end corporate events from receiving client brief to presenting options, then delivering client's selected plan.
- Built and maintained effective professional relationships with intermediaries, representing the business at a corporate level.
- Co-ordinated the **Volvo Ocean Race** Lisbon stopover in cooperation with Joao Lagos Sports (<http://www.volvoceanrace.com>).

01/2013 – 05/2013 **Special Events Management** Aktuellmix, Sao Paulo, Brazil
Mix Maker – the third largest communications company in Brazil – www.aktuellmix.com.br

- Articulated liaised with contacts in the USA and Portugal to host events within Brazil with a team of 6 Event Managers.
- Co-ordinated and managed **EDP** Wind Parade (www.edp.pt), plus **Vivo** Valentine's Day for this telecoms company (www.vivo.com.br).

05/2010 – 09/2012 Managing Partner

ONE, Lisbon, Portugal

ONE Taste, Night & Drink – river front restaurant, cocktail bar and nightclub in Espelho d'Água.

- Responsible for communications, PR and events, including release of **Fox TV** series Spartacus (<https://www.youtube.com/watch?v=30IUylLwhyU>).
- Oversaw event communication for prestigious brands (such as **Porsche, Absolut Vodka, IWC, Moët & Chandon**, and **Optiums**).

01/2010 – 03/2012 Managing PartnerTwins – www.twins.pt*A 3 nightclub concept located in the north, centre and south (summer only) areas of Portugal.*

- Defined key PR strategy for the Lisbon-based club; adeptly negotiated annual agreements with sponsors and partners.
- Interfaced effectively with companies and brands to agree leasing of the venue for events and presentations.

08/2008 – 11/2009 Communications & PR Manager

Charcas Lagoon Resort,

Montargil, Portugal

Charcas Lagoon Resort Hotel & Spa; a member of Small and Luxury Hotels of the World.

- Rolled out a clear communication and PR strategy, building a rapport with media to promote the resort across news outlets.
- Worked with the Sales Director to create partnerships with agencies, thereby attracting business revenue streams.

07/2007 – 07/2008 Assistant General Manager

Charcas Lagoon Resort,

Montargil, Portugal

- Assisted the General Manager at the resort hotel and spa with daily operations; contributed to business growth.
- Initially completed a 6-month internship, gaining experience in activities such as reservations and front of house.

03/2005 – 09/2006 PR & Event Co-ordinator

Farol Design Hotel, Lisbon

- Co-ordinated events and helped third-party events for clients, including **Bacardi-Martini, Vogue, Laureus Sports awards** and the **World Sailing League**.
- Greeted and aided high net value guests, such as Roman Abramovich, Morgan Freeman and Bernie Ecclestone.

04/2004 – 02/2005 Customer Services Team

TAP Air Portugal, Lisbon

- Involved in load control, check-ins and boarding, handling VIPs, providing special assistance and dealing with passenger issues.
- Assisted TAP and Star Alliance arrivals/departures during **2004 UEFA European Football Championship**.

WORKPLACE SKILLS AND PROFESSIONAL DEVELOPMENT

IT skills: MS Office including Excel, PowerPoint; Primavera Business Solution 8; DCS Passenger Service; Micros Fidelio OPERA and Suite 8;

Languages: English, Spanish – fluent; Portuguese – native; French – conversational

2006 – 2007 Professional Masters: Communications, PR and Protocol.

– ESERP Escuela Superior de Empresas y Rel Públicas, Madrid, Spain

Included: Interpersonal Relations; Planning a PR Campaign; Oficial Protocol

2002 – 2006 BA Degree: Business Communication – Instituto Superior Comunicação

Empresarial Lisbon, Portugal

Included: Communication; Marketing; Advertising; Information and Press; International Law

2000 – 2002 AICE: Advanced International Certificate – Oporto International School, Portugal

Included: Maths; English Language and Literature; Psychology; Computing

Up to 2000 International Baccalaureate – St Dominic's International School, Portugal

Personal: Portuguese with EU driving licence

Birth: 1984