.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Isabel Jesus**

Date of birth: 09/11/1985 **|** Nationality: Portuguese  **|** Gender: Female  **|**

Portugal

**PROPOSED POSITION: Information Architecture and Content Expert**

With extensive experience in digital marketing and customer experience, she has worked with renowned global brands such as The Coca-Cola Company, BNP Paribas, and Tetra Pak. Her expertise spans social media management, CRM, UX/ CX strategies, and web project management. She has successfully led marketing campaigns, digital transformations, and content strategies across various industries, from banking and pharmaceuticals to fashion and NGOs. Skilled in automation tools, stakeholder coordination, and digital engagement, she also has experience in system architecture, business and systems analysis, incorporating AI-driven practices to optimize processes and decision-making.

**WORK EXPERIENCE**



09/2024 - Ongoing; Lisbon (Portugal)

**Digital Marketing Manager** - Grupo Paula De Campos Saúde

* Social Media, CRM, Website and App content Manager
* Operational Marketing Assistant
* Social Media & CRM Manager (creating campaigns, content, customer digital community management (Meta & Wefid) Website and App content Manager - launching in March 2025 (Wefid) Internal event planner.



09/2023 – 05/2024; Lisbon (Portugal)

**Digital Marketing Manager** - VML

* Web Project Management;
* Web environment implementation of global charters concerning locally adapted CX & UX journeys for digital experiences;
* Digital UX & CX global strategy for the OneXP environment/ content/ components in Adobe AEM;
* Agency and stakeholders management.



11/2022 – 06/2023; Lisbon (Portugal)

**Digital Marketing Manager** – BNP Paribas

* For BNP Paribas DB4C/ Centric Marketing Team:
* E-mail marketing global campaigns with automation (Marketo)
* Content creation for digital channels (Internal Platform)
* Project Management - Managing countries requests, timelines, releases and reporting Team-building activities for the Lisbon office.



11/2022 – 08/2023; Lisbon (Portugal)

**Digital Marketing Manager** – Singularity Digital Enterprise

* For BNP Paribas DB4C/ Centric Marketing Team:
* E-mail marketing global campaigns with automation (Marketo)
* Content creation for digital channels;
* Project Management;
* Team-building activities for the Lisbon office



12/2017 – 03/2022; Lisbon (Portugal)

**Customer Experience Manager** - Findasense, A Teleperformance Company

* Client and Project Management (The Coca-Cola Company; Tetra Pak Iberia)
* Internal CX, CRM and Care training
* Creative project development (up and cross-selling)
* CX Engagement Specialist on Social Media +600.000 people;
* Social Media content creation, revision, and planning; (Sprinklr)
* Social Media monitoring, listening, engagement, and analysis for ongoing clients; (Meltwater)
* Weekly and monthly reporting with industry, engagement, social and national insights;
* Inbound and Outbound CRM/ CX;
* Managing CRM - Salesforce/Nexus.

**EDUCATION AND TRAINING**



2003 - 2007

**Journalism And Communications Sciences - Specialization In Communications Assessment** – Oporto University

2012 - 2014

**Digital Marketing** – ISCAP

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **Portuguese** | C2 | C2 | C2 | C2 | C2 | |
| **English** | C1 | C1 | C1 | C1 | C1 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



AI, UML, Marketing Management, Social Media Management, Digital Marketing, Digital Strategy, Web Content, User eXperience (UX), Project management, Marketing Consulting, CX,

Mass Email Marketing, Email Marketing, Social Media Marketing, Online Communications, Content Management, Customer Relationship Management (CRM), Social Media Monitoring, Influencer Marketing

**COMMUNICATION AND ORGANISATIONAL SKILLS**



**Communication skills**



* **Stakeholder Coordination**: She has experience with "Agency and stakeholders management" at VML, indicating her ability to effectively liaise with various parties.
* **Content Creation and Management**: Isabel's consistent involvement in "Content creation for digital channels," "Social Media content creation, revision, and planning," and "Website and App content Manager" demonstrates strong written communication skills.
* **Client and Project Management**: Her role in "Client and Project Management" at Findasense for major brands like The Coca-Cola Company suggests strong interpersonal communication skills for managing client relationships and project expectations.

**Organisational skills**



* **Project Management**: Isabel has consistently managed projects, including "Web Project Management" at VML and "Project Management - Managing countries requests, timelines, releases and reporting" at BNP Paribas and Singularity Digital Enterprise.
* **Time Management**: Her experience in managing "timelines, releases and reporting" for global campaigns and projects indicates a strong ability to manage her time effectively to meet deadlines.
* **Strategic Planning**: Isabel's role in "Digital UX & CX global strategy" and her experience in "content strategies" for various industries demonstrate her ability to plan and execute long-term initiatives.

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