

MÓNICA LEIRAS

DIGITAL MARKETER

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Pedrouços, Porto

ABOUT ME

I'm 24 and live in Porto, Portugal. I began my education in the Biology field but I had the drive to do more, so I started working freelance in web development and design. As I began building my own projects, I decided to pursue an entrepreneurial path.

I am experienced in Marketing, Design, Business Development, Market Research and complementary areas that allow me to create and manage projects in diverse industries.

WORK EXPERIENCE

2018 - PRESENT CREATIVE MANAGER MARKETER

CREATIVE ZONE

In this creative Marketing agency, I was responsible for managing the websites and social media of clients in the Healthcare and Home Textile sectors. This includes design and content creation both for digital and print formats.

2017 - 2018 CO-FOUNDER & CONTENT MANAGER

FRAMIE

I co-founded this startup whose main product was a mobile app that empowers brands to create highly engaging B2C content in the form of digital collections. My main work was in content management, user experience and digital marketing.

2014 - 2018 WEB DEVELOPER & DESIGNER

MITIC

Freelance work in web development, design, marketing, and business and brand development. I worked for clients in Advertising, Government, Healthcare and Textile sectors.

EDUCATION

2015 - 2017 MASTER'S IN INNOVATION AND TECHNOLOGICAL ENTREPRENEURSHIP

UNIVERSITY OF PORTO | FEUP & FEP

The essence of this Master's degree was the "hands-on-approach" training of management and entrepreneurship. This enabled me to develop skills and knowledge about business development, marketing, startup strategies, finance, business intelligence and much more.

2012 - 2015 BACHELOR'S IN BIOLOGY

UNIVERSITY OF MINHO | ECUM

Base education in the various domains of Biology, where I developed technical skills in Biotechnology, Genetics, and Ecology, and personal skills such as teamwork, autonomy and public speaking.

PROJECTS

"MOBILE USER ENGAGEMENT: NEW APPS VS MAINSTREAM APPS"

MASTER THESIS | 2017

Dissertation focused on strategies for technological projects to reduce user churn and to grow a more loyal and profitable user base.

PINKIT.PT

ONLINE STORE

This side-project is an online store for women's accessories. Building the project from the ground up provided me with hands-on experience in e-commerce, business strategy and multi-platform B2C marketing.

ACTIVITIES

WEB SUMMIT 2017

ALPHA STARTUP

I participated in the Alpha Startups program as Framie's Co-Founder.

UNIVERSITY STARTUP WORLD CUP

PORTUGAL FINAL & DENMARK SEMI-FINAL

I was with Framie's team as we won the Portuguese competition and took part in the International semi-final.

STARTUP PORTO ACCELERATOR 2017

ANJE & INESC TEC

Participation in the acceleration program with Framie.

MANAGEMENT IN LOCAL & UNIVERSITY GROUPS

Experience in team management and event structure and organization.

COURSES

Enrollment on online courses covering digital marketing, management, social media, and SEO.

VOLUNTARY WORK

Collaboration with local associations, organization of activities, secretarial work and IPSS activities.

SOCIAL ACTIVITIES

Director and organist of local choir; Amateur actress in local theatre group; Children Coordinator and musical trainer.

PROFESSIONAL SKILLS

Business Development	●	●	●	○	○
Digital Marketing	●	●	●	●	○
Web Development	●	●	●	○	○
Web & Graphic Design	●	●	●	●	○
Market Research	●	●	●	○	○
User Experience	●	●	●	○	○
Customer Management & Support	●	●	●	●	○

TOOLS

Photoshop	_____●_____
Illustrator	_____●_____
Lightroom	_____●_____
inDesign	_____●_____
Wordpress	_____●_____
MS Office	_____●_____
Google Ads	_____●_____
Buffer	_____●_____
Facebook Ads	_____●_____
Mailchimp	_____●_____

PERSONAL SKILLS

Creativity
Adaptability
Communication
Team Work
Proactivity
Ambition
Resourcefulness
Management & Organization

LANGUAGES

Portuguese	_____●_____
English	_____●_____
Spanish	_____●_____