

Gonçalo Marques

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PROFILE

- **Entrepreneur and intellectually curious** with a proven capacity to learn and master autonomously new concepts, combining it with a strong ability to innovate
- **Insightful problem-solver**, having honed analytical abilities through practical application on conducting research and data-driven decisions in both developing my brand, conducting group projects at university, and pursuing partnerships at AIESEC
- **Strong collaboration and team player** with a successful history on different environment by being a great leader dedicated to listening to team feedback and discussing ideas to generate positive and impactful insights

EXPERIENCE

Sole Lifting Club, Gym Clothing Brand Co-Founder

Porto, Portugal
Oct 2023 – Present

- Conducted a market research, analysing the competitive landscape and assessing the best strategy to penetrate a market dominated by companies such as Prozis and Gymshark
- Dived into the textile industry, exploring the best quality-price manufacturing companies in the north of Portugal and acquiring knowledge about textiles and printing, in order to find the most suitable supplier
- Dealt with multiple unexpected problems, such as delivery delays by the suppliers and sudden errors on the website development, which made me a better problem-solver under pressure
- Learned and mastered autonomously apps out of my study area, such as Adobe Illustrator, Adobe Photoshop and Shopify Designing Website

AIESEC In Portugal

Porto, Portugal
Jul 2023 – Jan 2024

External Relations Member (iGTa)

- Spearheaded the establishment of partnerships with Portuguese companies, with the goal of offering international internship opportunities for the global academic community
- Developed essential communication and sales skills through booking calls with potential partners, presenting the value of AIESEC, and inviting them to join our panel of internship companies
- Learned how to manage time effectively crucial in achieving goals both within AIESEC and university
- Enhanced my teamwork skills, proved essential for the organization as AIESEC in Portugal secured 1000+ international internships from students across the world

EDUCATION

Universidad Carlos III Madrid (UC3M)

Madrid, Spain

MSc in Management, Tracking in Innovation Management

Sep 2025 – Jul 2026

- Conducting case studies and strategic problems in companies across different sectors such as Retail and Tech, exploring of how key-players in the market (e.g. Google, Amazon) solve problems
- Relevant Modules: Strategy, Innovation Management, Entrepreneurship, Finance

Faculdade de Economia da Universidade do Porto (FEP)

Porto, Portugal

BSc in Business Administration

Sep 2021 – Jun 2025

- Conducted a marketing consulting project for a Portuguese start-up (Weeel-Frozen Yogurt), proposing a new operational plan to increase sales and clients in a sustainable way, by expanding the market strategy and introducing new products;
- Built both Relative and DCF Valuations for 3D Systems Corporation, an intensive searching work that improved analytical thinking and reinforced my team leadership skills
- Provided a consulting project to Bam.bu Bicycles (Portuguese start-up), developing strategic suggestions to face the company's main weaknesses: an inflated market price and a very small, niche customer base; cooperated with a Co-Founder in order to study the viability of the selected strategies and its KPI's
- Relevant Modules: Financial Accounting, Statistics, Quantitative Methods, Macroeconomics, Corporate Finance

Kedge Business School

Marseille, France

Summer School Program, Ethics and Diversity in Management

Jul 2023 – Jul 2023

- Studied different case studies that developed my awareness on the importance of ethical principles and having an inclusive leadership in management positions
- Developed networking skills by contacting daily with people from distinct cultural backgrounds

ADDITIONAL ACHIEVEMENTS

Languages Portuguese (Native), English (Advanced, C1 IELTS 7.5), Spanish (Upper Intermediate, Intensive B2 course)

IT Skills Proficient in MS Excel, PowerPoint, Word, Adobe Photoshop, Adobe Illustrator

Interests Fitness and Nutrition; High-Performance Sports Analytics - Basketball and Tennis former player;

Volunteering +30 hours working on rebuilding houses with Just a Change, for people with special needs, which strengthened my passion for teamwork and for helping others