



FILIPA BRITO

RESUMÉ

INTRODUCTION

Project manager with proven ability to develop brands that captivate and inspire, as well as lead multi-disciplinary teams.

Expertise in Marketing and educational background in B.A. and International Business, I'm a born tech-savvy strategist, always eager to learn more and go a step further.

Available immediately.

SKILLS

Creativity | Strategic Thinking

Organization | Teamwork

Data Analysis | Detail Oriented

Portuguese	Native
English	Advanced C2
Spanish	Advanced C1

Google Analytics | MS Office | iWork
Adobe Photoshop | Trello | Asana
MailChimp | Wordpress | Shopify | SEO
HTML | CSS | JavaScript | Python

CERTIFICATES

Project Management Professional (PMP)®	PMI, In course
Content Marketing	Hubspot Academy, Nov 20
Advanced Google Analytics	Google, Oct 20
Agile Foundations	Linked In, Oct 20
Learn Python 3 Course	Codecademy, Oct 20
Learn Javascript Course	Codecademy, Sept 20

CONTACTS

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PROFESSIONAL EXPERIENCE

TYPOGRAPHIA

E-COMMERCE MANAGER

Textile Retail B2C

Aug 2019 - Jun 2020

- Supervise all activities and product development
- Team management and customer service monitoring.
- Manage complaints/returns and incorporate best practices.

Achieved high conversion rates and very positive customer feedback.

BRAND MANAGER

Aug 2016 - Jun 2020

- Develop brand and marketing strategy through digital and physical channels.
- Coordinate design team, agencies, copywriters for content creation.
- Establish yearly product collaborations with international illustrators.

Achieved high organic audience on Instagram and brand reference in the sector/market.

PROJECT MANAGER - BUSINESS DEVELOPMENT

Mar 2015 - Jun 2020

Responsible for planning and coordinating projects to develop various company businesses, such as opening 6 new physical shops, open a new e-commerce shop, create a new B2B business & brand, and develop a new wholesale business, among others.

Concluded projects in record time, leading various multidisciplinary teams and contributing to 120% growth.

LIDL

Food Retail B2C

DISTRICT MANAGER

Jun 2014 - Nov 2014

- Lead teams of multiple stores and coordinate operations.
- Monitor performance and optimize processes to achieve efficiency.
- Address any lapses in compliance with corporate policies or local/national laws.

Independently managed 3 stores, ensuring operations and results.

COVET GROUP

Luxury Furniture B2B

MARKETING SPECIALIST

Mar 2012 - May 2014

- Implement multi-brand digital and physical marketing strategies for the UK: social media management; e-mail campaigns; SEO; Adwords; managed a blog; manage database; and create partnerships with online and physical media.

Increased market brand awareness, resulting in increasing website visitors and sales.

MARKETING DIRECTOR'S ASSISTANT

Mar 2012 - May 2014

- Assist in the development of the annual multi-brand marketing plan.
- Support the coordination of the department (50 px) and execute administrative tasks.
- Plan and organize events and trade shows.

EDUCATION

FEP - School of Economics, University of Oporto

Portugal

MASTER OF INTERNATIONAL BUSINESS (MIB)

Sept 2015 - Sept 2017

International Marketing, International Strategic Management, Multinationals and Internationalisation.

BACHELOR OF BUSINESS ADMINISTRATION (B.A.)

Sept 2008 - Sept 2013

Mathematics, Statistics, Marketing, Econometrics, Corporate Strategy, Economics, Accounting, Corporate Finance.

Extracurricular Activities

- AIESEC - Marketing Director '10-'11
- AEFEP - Marketing Coordinator '11

Universitat Autònoma De Barcelona

Spain

BACHELOR OF BUSINESS ADMINISTRATION (B.A.)

Jan 2011 - Jul 2011

Exchange Program (ERASMUS)

VIEW ONLINE