

FILIPA BRITO

MARKETING / PROJECT MANAGER

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PROFILE

Creative, analytical and strategic project manager with over 8 years experience managing various multidiscipline teams and developing effective brands that inspire. Specialised in internationalisation/expansion and marketing management.

Digital native, always eager to learn more. Deadline driven, able to multi-task as needed to ensure projects are completed on-time and on-budget and to maintain a sense of humor under pressure. Work well with both leading and within a team. Available to embrace projects worldwide.

WORK EXPERIENCE

Mar 2015 - Jun 2020	Project Manager - Expansion / Brand / Digital Typographia, Oporto, PT Dynamic role in which I was responsible for planning and coordinating multiple multidiscipline projects, teams and budgets of up to 2M€. Reported directly to CEO. Expansion - Opening of 5 new stores and renovation of 3 existing ones. Establish wholesale business to museums. Create new B2B brand. Etc. Brand - Develop brand/marketing strategy through digital and physical channels. Coordinate team/agencies on content creation. Establish product collaborations. Digital - Develop new website and e-commerce shop. Manage e-commerce operations, team, customer service and product development.
Jun 2014 - Nov 2014	District Manager Lidl, North Region, PT Training period where I coordinated teams of 10 to 20 people in multiple stores. I was also responsible for monitoring store performance, optimize processes and address lapses in compliance with policies and national laws.
Mar 2012 - May 2014	Marketing Specialist & Marketing Director's Assistant Covet Group, Oporto, PT Implement multi-brand digital and physical marketing strategies for the UK market. Assist marketing director in the development of the group's marketing plan, coordinate team of 50 people and organize events and trade shows.

EDUCATION

Sept 2008 - Jun 2012	Bachelor of Business Administration University of Oporto, Oporto, PT Mathematics, Statistics, Marketing, Econometrics, Corporate Strategy, Economics, Accounting, Corporate Finance. AIESEC - Marketing Director '10 AEFEP - Marketing Coordinator '11
Jan 2011 - Jul 2011	Bachelor of Business Administration University Autonoma de Barcelona, Barcelona, Spain Exchange Program (ERASMUS).
Sept 2015 - Jun 2017	Master in International Business University of Oporto, Oporto, PT International Marketing, International Strategic Management, Multinationals and Internationalisation.

SKILLS

CORE	
Lean/Agile Project Management	
Decision Making	
Leadership	
Brand Positioning	
Data Analysis	
TECH	
Google Analytics	● ● ● ● ●
Excel	● ● ● ● ●
Adobe Photoshop	● ● ● ○ ○
SEO/SEM	● ● ● ○ ○
HTML, CSS & JS	● ● ● ○ ○
Python	● ● ○ ○ ○
LANGUAGES	
Portuguese	Native
English	C2 (FCE 2008)
Spanish	C1

CERTIFICATES

Project Management Professional (PMP)® PMI, In course
Content Marketing Hubspot Academy, Nov 2020
Advanced Google Analytics Google, Oct 2020
Agile Foundations Linked In, Oct 2020

ACHIEVEMENTS

100% revenue growth Typographia, PT
10K+ organic followers on IG Typographia, PT