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FULANA DE TAL SEM SOBRENOME

MARKETING & COMMUNICATIONS MANAGER WITH EXPERTISE IN LARGE EVENTS

PROFESSIONAL QUALIFICATIONS

Também quer seu CV traduzido e modelado por um profissional?
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Solid experience in the planning, production and coordination of **large marketing and communications projects** for market leaders such as the Grupo [REDACTED] and [REDACTED], with a comprehensive command of:

- ✓ Internal Communications
- ✓ Brand Activations
- ✓ Incentive Campaigns
- ✓ Budget Management
- ✓ Contract Management
- ✓ Strategic Planning
- ✓ Communications Planning
- ✓ After Sales Services
- ✓ Product Development & Launches
- ✓ Partnerships
- ✓ Media & Public Relations
- ✓ Market Research
- ✓ Promotional Material
- ✓ Website Development
- ✓ Channels (Internet, Radio, TV)
- ✓ Customer Relations & Prospecting

Exceptional experience planning, managing and producing large and complex events, including the **opening and closing ceremonies of the** [REDACTED], with a full grasp of:

- ✓ Planning
- ✓ Sponsor Relations & Activations
- ✓ Interdepartmental Coordination
- ✓ Production & Pre-Production Coordination
- ✓ Uniform & Kit Development
- ✓ Athlete Sponsorships
- ✓ Service to Foreign Participants
- ✓ Local Partnerships

Skilled in developing presentations, business proposals and management reports, consolidating and formatting information for senior management, executive boards and customers.

Managed teams and technical staff.

Experience as Financial Analyst, analyzing markets, forecasts, targets and results and developing presentations (in English and Portuguese) for international investors and market analysts.

Native Portuguese | Fluent Spanish | Fluent English.

ACADEMIC BACKGROUND

Bachelor's degree in Economics
PONTIFÍCIA UNIVERSIDADE CATÓLICA (PUC) – RJ

Graduate's degree in Communications
ESPM- SP

MBA in Digital MKT with emphasis on Neuromarketing (in progress)
Universidade Positivo - PR

PROFESSIONAL EXPERIENCE

[REDACTED] **Ceremonies Manager** 04/2012 - 11/2016

- ✓ Responsible for the overall supervision of the activities of the company hired to produce the [REDACTED] Opening and Closing Ceremonies and the Athlete Welcoming Ceremonies.

[REDACTED] **Project Manager** 08/2011 - 12/2012

- ✓ Responsible for managing the proprietary events.

[REDACTED] **General Marketing & Communications Manager** 01/2011 - 08/2011

- ✓ Managed the marketing and sales unit and reported directly to the partners.

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MARKETING & COMMUNICATIONS MANAGER WITH EXPERTISE IN LARGE EVENTS

Senior Marketing and Special Projects Coordinator 05/2010 - 12/2010

- ✓ Responsible for the coordination and execution of own and/or sponsored marketing projects.

Event Producer 08/2010 - 04/2010

- ✓ Responsible for coordinating the service to foreign participants and the UN delegation.

Planning Manager RJ 01/2009 - 07/2009

- ✓ Responsible for the planning, coordination and execution of the events scheduled in Rio.

Brand Manager for the Running Category 10/2007 - 11/2008

- ✓ Answered for managing the brand in the Running category for all actions involving the consumer.

Project Manager 11/2005 - 09/2007

- ✓ Responsible for Project Management

Executive Assistant 03/2005 - 08/2005

- ✓ Responsible for the development of special projects. Reported directly to the CEO.

Marketing Manager 06/2003 - 02/2005

- ✓ Overall coordination of communications, answering for the strategy and deployment of promotional programs and materials

Institutional Marketing Coordinator – Sport Projects 08/1999 - 02/2003

- ✓ Planned, coordinated and promoted Institutional Sport Projects.

Financial Analyst - Dept. Corporate Planning and IR 01/1998 - 08/1999

- ✓ Projections and Operational/Corporate Analyses - Sales, Targets, Price Lists, Results and Inventories.

ADDITIONAL INFORMATION

- ✓ Executive MBA - Service Marketing - ESPM - SP (interrupted)
- ✓ Sports Management - Faculdade Trevisan
- ✓ Branding Course - ESPM
- ✓ Volunteer activity: Extensive experience as Mystery Guest