

Fulana de tal sem sobrenome

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ACADEMIC BACKGROUND

PONTIFICIA UNIVERSIDADE CATOLICA (PUC) – RJ - Bachelor's degree in Economics

ESPM- SP - Graduate's degree in Communications

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

SUMMARY OF QUALIFICATIONS

- Solid professional experience in the planning, production and coordination of large projects for such companies as the [REDACTED], [REDACTED] and [REDACTED].
- Managed sponsorships and brand activations.
- Managed marketing projects, incentive campaigns and internal communications.
- Planned communication projects with an institutional focus and developed proposals/business presentations.
- Provided service to Sponsors (after sales)
- Fluent in Spanish and English.

PROFESSIONAL EXPERIENCE

[REDACTED] - (Apr 12 - Nov 16) - *Ceremonies Manager*

Responsible for the overall supervision of the activities of the producing company hired to produce the [REDACTED] Opening and Closing Ceremonies and the Athlete Welcoming Ceremonies, including the entire relationship with the Organizing Committee and its functional departments. Controlled and reviewed budgets, provided payments, managed contracts, developed monitoring and control reports for the Executive Board, [REDACTED] and [REDACTED], in addition to maintaining relationships between the other functional departments and their respective interactions with the functional CER department and the Producer of the ceremonies.

[REDACTED] – (Aug 11 – Apr 12) - *Project Manager*

Responsible for managing the proprietary events -Strategic Planning, New Business, Sponsor Activation, Communications Planning, Coordination of Production and After Sales Services.

[REDACTED] – (May – Dec 10) - *Senior Marketing and Special Projects Coordinator*

Responsible for the coordination and execution of own and/or sponsored marketing projects - Launched new products in the scheduling, corporate and relationship events.

Developed new projects and opportunities for partnerships / exchanges.

[REDACTED] (Oct 07 – Nov 08) - *Brand Manager for Running*

- Answered for managing the brand in the Running category for all actions involving the consumer.
- Managed the running events of the Brand.
- Responsible for the product testing program - Rio and SP - of the sneakers of the performance and Nike+ line.
- Responsible for presenting the marketing projects for each season to the sales force.
- Responsible for managing and controlling the budget for brand activities.
- Responsible for servicing the consulting partners in relation to the provision of uniforms, products and services.
- Responsible for developing uniforms for the consulting partners and for events/sponsored athletes
- Reported directly to the Head of Marketing and the Brand Marketing Board for the Americas
- Responsible for drafting and submitting reports and presentations on all the initiatives developed to local senior management and the Board of the Americas.

[REDACTED] (Mar 05 – Aug 05) - *Executive Assistant*

- . Responsible for consolidating information and formatting presentations and reports of all ongoing projects and their respective reporting to headquarters;
- . Coordinated information for the Press Office and the market. Market Research.
- . Responsible for the development of special projects. Reported directly to the CEO.

(Jun 03 – Feb 05) - Marketing Manager

- . Overall coordination of communications, answering for the strategy and deployment of promotional programs and materials, coordinating creation, production, public relations and communication channels.
- . Responsible for the development, deployment and maintenance of the website.
- . Assisted in developing the Business Plan of the company, including the definition of the company's Products and Services.
- . Responsible for drafting business proposals and presentations to customers.
- . Responsible for the overall coordination of the company launch project.
- . Managed the projects developed for customers (planning, customer service, production, management of the teams of collaborators, technical staff, service to partners and the press and registration).

(Jan 98 – Feb 03) - Institutional Marketing Coordinator – Sport Projects (Aug 99 – Feb 03)

- . Planned, coordinated and promoted Institutional Sport Projects.
- . Developed internal campaigns and institutional actions with the employees, customers and the community.
- . Performed the administrative and promotional management of the [redacted] (corporate club).
- . Managed the sponsorship of the team of athletes.
- . Managed budgets and the resources invested in the developed projects.
- . Developed the project - concept, products and promotion - of the 1st Sporting Goods store of the [redacted] brand.
- . Planned and approved the sites (structure, navigation, design and content) of the projects carried out.
- . Responsible for providing information to the Press Office and for drafting evaluation reports.

Financial Analyst - Department of Corporate Planning and IR (Jan 98 - Aug 99)

- . Projections and Operational/Corporate Analyses - Sales, Targets, Price Lists, Results and Inventories.
- . Drafted minutes and corporate projects. Analyzed the national and international retail market.
- . Provided service to national and international investors and market analysts: Drafted presentations, texts for the promotion of results and Annual Reports (English and Portuguese).
- . Monitored and analyzed markets, finances, results and the international retail market.

EXPERIENCE IN PLANNING / EVENT PRODUCERS - SERVICE PROVIDERS:

[redacted] – (Jan – Aug 11) - General Marketing & Communications Manager

Responsible for the marketing management of the chain - Centralization of Communications - Planning and development of internal campaigns and events, and development of the respective communication channels (Radio, TV and Web).
Developed new projects and opportunities for partnerships / exchanges and sponsorships.
Responsible for the Marketing and Sales team of each unit. Reported directly to the partners.

[redacted] (Mar 10) - Producer

Responsible for coordinating the service to foreign participants and the UN delegation regarding all hiring/demand for local services.

[redacted] (Jan 09 – Jul 09) – Planning RJ

Responsible for the planning, coordination and execution of the events scheduled in Rio. Responsible for the development of local partnerships (suppliers, sponsors and supporters), managed contracts and registrations, coordinated sponsorship activations, maintained contact with public agencies, customers, sponsors and local producers.

[redacted] (Nov 05 – Sep 07) - Project Manager

Responsible for Project Management: Design, Planning, Development of the Commercial Presentation, Pre-production, Sponsor Relations, Media Relations, Communications Plan, Implementation and development of the after sales material and prospecting for new opportunities.

SPECIALIZATION AND IMPROVEMENT COURSES

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