

Seeking a challenging role that leverages my skills and experience to drive business growth and innovation, with a focus on marketing, project management, and leadership.

As a seasoned marketing and project management professional with over 11 years of experience, I have developed a unique blend of skills that enable me to drive business growth and innovation. My expertise spans strategic planning, consultancy, project management, finance, and business development, with a proven track record of delivering impactful results.

With a strong background in marketing 360 and Agile methodologies, I thrive in dynamic environments and am highly motivated to constantly develop my skills and contribute to the transformation of forward-thinking organizations. My ability to navigate complex projects and communicate effectively with diverse audiences has earned me a reputation as a results-driven professional.

Throughout my career, I have worked with prominent organizations, including Cognizant, Coca-Cola Company, and the FIFA World Cup Organising Committee, where I have honed my skills in leadership, communication, strategic planning, and stakeholder engagement. I am now seeking to leverage my extensive skill set and global perspective to contribute to the success of innovative organizations.

PROFESSIONAL EXPERIENCE

Team Leader - Digital Content Moderator

COGNIZANT - HUNGARY

August 2020 - January 2024

- Responsible for the Digital Content Moderator team and ensure that organizational metrics and goals are met by rallying and motivating a team up to 20 members.
- Providing Quality Customer Service and being in constant and effective communication in a dynamic environment throughout all management levels.
- Helping our clients strike the right balance between emerging technologies and human talent to achieve instant improvements and sustainable growth in an evolving digital age.
- Motivate and strategize how the team will meet efficiency, productivity, and consistency targets on site and remote.
- Organizing team building and events aiming to create a strong team through forming bonds and connections.
- Ensure that SMEs are performing their duties and responsibilities.
- Set clear team goals and monitor team performance and report on metrics.
- Analyze training needs and provide coaching and training (LMS).
- Recognize performance and reward accomplishments.

Quality Management Coordinator

COGNIZANT - HUNGARY

July 2019 - July - 2020

- Actively review decision accuracy to ensure consistency and alignment with internal standards and policies.
- Leading and coordinating language specific coaching, syncs, and team huddles.
- Creating and updating language specific process mapping documents.

LANGUAGES

- Portuguese - native
- English - advanced
- Spanish - intermediate

SKILLS

- Leadership
- Communication
- Strategic Planning
- Stakeholder Engagement
- Decision-Maker
- Project Management
- Business Development

EXPERTISE

- Marketing Strategy
- Quality Assurance
- Finance
- Customer Service

2012	Social Media and Digital Marketing ECM College Dublin, Ireland.
2011	English and Marketing Course English in Dublin – Dublin, Ireland.
2008	Bachelor Degree Advertising and Marketing Unime – Bahia, Brazil.

- Conceptualized marketing campaigns to increase the number of customers and bring new clients to the company.
- Strategic conception and planning events to increase the company's revenue
- Handled marketing communications inserting the company on the top one events in the niche.
- Performing marketing tasks with global reach - increased the visibility in the European market.
- Managing teams to create marketing materials based on data analysis and trends in social and digital media.
- Developing and managing the marketing Business Plan, including goals, budget, and KPI monitoring.

Business Developer Coordinator | Trade Marketing - Key Accounts and Exclusive Customers

COCA-COLA COMPANY - SOLAR OF BRAZIL - BAHIA, BRAZIL

Feb 2014 - Jan 2016

- Strategic Coordination: Leadership in the management of branding projects, acting as a communication link between multidisciplinary teams, agencies, internal and external clients.
 - Development and monitoring of key accounts and exclusive clients at the regional level in Brazil.
 - Developing strategies to increase brand visibility in dealerships, points of sale, and events. Sales team training, merchandising inventory control, and organizing events and exhibitions.
- Objectives fully centered on excellence in customer service, strategically building stronger alliances.
- Actively working during the FIFA World Cup 2014 as main point of connection between the sponsors, the vendors and local authorities.
 - Brand Project Management: Supervision and development of positioning and branding projects in trade and below-the-line marketing.
 - Field visits with a focus on implementing and controlling incentives and trade-marketing actions, and implementation of merchandising materials at the POS; training and evaluation of the performance of the promotion team along with the sales team (campaigns, POS actions as well as the launch of products in the company's portfolio).
 - Measuring the effectiveness of, and responsibility for, activities and the return-on-investment; creating strategic promotions at the POS in Brazil; understanding the consumer as a shopper, meeting their needs; strengthening the brand at the POS and developing relationships with customers and consumers.

Project & Marketing Coordinator - Sponsorship & Events

JANELA DO MUNDO - BAHIA, BRAZIL

Jan 2013 - Oct 2013

- Identifying potential commercial partners through active prospecting;
- Maintaining and improving relationships with current partners, developing e-mail marketing campaigns and social media strategies, in addition to providing personalized support in individual meetings with our stakeholders;
- Planning and execution of business-related events;
- Development of marketing strategies and preparation of impactful commercial presentations;
- Conducting negotiations with potential partners with a view to establishing advantageous partnerships;
- Efficient management of suppliers, ensuring the quality and efficiency of the services provided.

Venue Marketing Coordinator

FIFA WORLD CUP ORGANISING COMMITTEE BRAZIL - BAHIA, BRAZIL

Jan 2013 - Oct 2013

- Responsible to support all the Marketing operations for the 2014 FIFA World Cup in the venues (local stadiums, FIFA Fan Fest, Point of Sale, etc.)