

Curriculum Vitae – João Pedro Oliveira Cunha

Location: Portugal (willing to relocate a.s.a.p.)

Availability: Negotiable

Salary Expectations: Negotiable upon job location

SUMMARY

I am an experienced and very flexible worker, with a passion for marketing, for there is only one true lesson in marketing that I have ever learnt. *"In marketing I've seen only one strategy that can't miss -- and that is to market to your best customers first, your best prospects second and the rest of the world last."* John Romero

I've been a very fortunate person who has always been involved in many different projects in many different markets such as services, products, media, and other solutions. I am a very ambitious person that bets heavily on my personal values and gather all both knowledge and professional experience.

Im a customer focussed professional and belief in the quality of data and analysis to drive successful campaigns. I have used a variety of tools to analyse customer data sets to segment and profile customers to ensure campaigns / web content is as targeted as possible to increase interaction and conversion.

I have a Bachelor Degree in Marketing, Advertising and PR, a Master in Business Administration - MBA (IPMA Project Management Specialty) and other specialized courses (like a Digital and Webmarketing Post. Grad.) that always helped on the development of many of my tasks.

CURRENT/LAST EMPLOYMENT

Deco Proteste (An Euroconsumers company / Test Achat) – Lisbon – Portugal) ▪ Marketeer / e-Marketeer ▪ company website: deco.proteste.pt | euro-consumers.com ▪ Since Septemper 2011

Role and mission: Responsible for analyzing, planning, implementation, following and post follow-up of all kind of marketing and advertising (online and offline) campaigns, promospites management and other commercial and recruitment materials;

Main achievements:

- E-marketing outside (commercial/recruitment)
 - Responsible for updating, regular testing and conducting all contacts with the involved stakeholders;
 - Creative management regarding promospites and e-mailings (copy, layouts, databases, etc.);
 - Regular reporting regarding trends, results, profitability, etc.;
 - Other inherent tasks such as codifications, KPI's definition, complaint management (...);
- Marketing outside (commercial/recruitment)
 - Media planning management (contact with media agencies, briefings, negotiating and buying media space and post controlling);
 - Creative management (contact with creative agencies, briefings, negotiating and buying new advertising creativities and quality management);
 - Regular reporting regarding trends, results, profitability, etc.;
 - Stock management regarding promotional materials and prizes;
 - All around marketing actions management and contacts with involved stakeholders;
 - Budget management;
- Pull marketing campaigns
 - All around tasks (regarding marketing and communication) to maximize the coverage and notoriety of the campaigns. Marketing plan management to each campaign;
 - Budget management.

Publicáçio Consultores de Comunicação, Lda (media agency from WPP Group) – Oeiras (Lisbon – Portugal) ▪ Marketing and Media Manager ▪ November 08 – June 2011

Role and mission: Responsible for analysing, planning, implementation, following and post follow-up of all kind of marketing and advertising (online and offline) campaigns in the media agency;

Main achievements:

- Planned , developed , implemented and controlled online and offline campaigns – Including KPI's (SEO, SEM, Google Adwords / Analytics, Social Marketing, Websites advertising, TV, Radio, Press, Outdoor, etc.)
- Media planning (including KPI's),negotiation and buying Media space. Contacts with media supports and discuss profits, margins and results (ATL, BTL and TTL Campaigns). This includes buying and negotiating media space in supports such as TV, Radio, Press, Internet and New Media in national and international markets such as Brazil, U.K., U.S., Spain, etc.
- All around tasks regarding marketing planning and plan implementation.
- Briefings analysis, online and offline (traditional media) campaigns organization, implementation, management, reporting and follow-ups. This includes interacting with all kind of stakeholders and performing inherent presentations.
- Data analysis and reporting regarding trends, forecasts, stats and other media indicators regarding campaign impact, activity reports and other pre, during and post campaign reports.
- Responsible for analysing campaign results (during and post-campaign) and develop all kind of reporting.
- Worked Brands (clients): Playstation (Sony), Roche, Apifarma, Infarmed, Deco Proteste, CBRE, Sumolis, Quebramar, Sacoor, Disney, Wyeth, Grunenthal, AEG, 5 à Sec, Bang & Olufsen, Credifin, Lusomundo, Microsoft, among others from all kind of market sectors;
- Team leader (3 elements) and direct support (P.A.) to the company CEO regarding business direction and marketing strategic options.

MicroSegur Sistemas de Segurança, Lda (Security Engineering solutions)▪ Cascais (Lisbon) ▪ Marketing Manager ▪ company website: microsegur.pt ▪ Mar 2007 – Sep 2008

Role and mission: Responsible for all the definition, implementation and management of the company's marketing plan.

Main achievements:

- Rebranding development: presentations, creative artwork and implementation.
- Website management (CMS): definition, development and upload of contents, including SEO / tags / keywords analysis for each uploaded content.
- Brand image management: responsible for developing all product catalogs and corporate presentations: design and text translation both for online and offline supports.
- CRM management: datamining, segmentation, client database management and e-marketing campaigns: sms and e-mail marketing.
- Marketing reporting: campaign impacts, costs, etc.
- Developed B2B and B2C marketing (online and offline) campaigns (including vertical markets): design, implementation and reporting for national and foreign markets (ATL, BTL and TTL) - (including KPI's).
- Iberian (PT+SP) Brand Management regarding I.T. and electronic security equipments from General Electric /United Technologies, Honeywell (ADI), IpTecno, Visual Tools, Rapiscan, L3, March Networks, Maxxess, among other SDI, SADI, CCTV A.C. and Inspection Systems Brands.
- Pricing coordinator: developed pricing rates, profits (%) calculations and product price tables development and management for national and foreign markets..
- Data analysis and reporting regarding trends, forecasts, stats and other financial indicators regarding product sales, profits, activity, sales and business reports.
- Helped the commercial department: provided sales training for the team, budgeting proposals (calculating profits %), negotiation with suppliers and project management.

L'Oréal Professionnel ▪ Miraflores (Lisbon) ▪ Brand Manager / Marketing Assistant ▪ company website: pt.lorealprofessionnel.com/_pt/_pt/ ▪ Set 2006 – Fev 2007

Role and mission: Brand Manager for Redken and Matrix Brands

Main achievements:

- Responsible for stock management for all the DPP professional hairdressers market in Portugal.
- Developed SAP applications competences.
- Direct support to Redken and Matrix Marketing directors.
- Marketing all around tasks regarding validating creative artwork, packaging, texts, presentations and L'Oréal Portugal events planning.

Brisa Autoestradas de Portugal / Via Verde Portugal ▪ Carcavelos (Lisbon) ▪ Marketing Assistant, Project Manager / Product Manager ▪ company website: viaverde.pt ▪ Nov 2004 – Set 2006

Role and mission: Working as a marketing assistant, was given to me the opportunity to develop a new branch of business for Via Verde Portugal regarding the unassisted product selling. Conciliating the marketing department tasks, I have developed the entire project and became the product manager after the implementation. Nowadays it's still a product on the market responsible for a great slice of profit to the company.

Main achievements:

- Responsible for the Via Verde Portugal project (development, implementation and post management) of unassisted sales basis (in store - ex Posts GALP M24 – new business branch) – Developed all the items from package design to operational selling and distribution procedures. Project developer and posterior product manager.
- Marketing department all around task support including client management on CRM application.
- Directly involved on the planning and management of marketing and advertising actions and campaigns for Via Verde Portugal including incentive plans for business partners;
- Contact with suppliers and articulation of needs regarding product and project management;

TAP Air Portugal ▪ Lisbon ▪ Marketing Assistant Internship ▪ company website: flytap.com ▪ summer 2004

Role and mission: Marketing assistant internship in TAP's marketing department.

Main achievements:

- Clipping and other tasks inherent of the marketing department.

Exclusivideo Audiovisuals ▪ Cascais (Lisbon) ▪ Shop Manager ▪ Jul 1999 – Feb 2002

Role and mission: shop manager and public attending

Main achievements:

- Responsible for all shop merchandising layout and shop organization.

EDUCATION and ACADEMIC ACHIEVEMENTS

- **LX School** (Lisbon) – Post. Grad. **Digital and Web Marketing** Specialty degree
- **Univerdade Autónoma de Lisboa** - UAL / EGN – Business and Management School of Lisbon - **Master in Business Administration (MBA)** – IPMA Certified - Project Management Specialty - GPA (15/20 points)
- **Instituto Superior de Linguas e Administração** – ISLA University (Lisbon) - Laureate International Universities Group - **Bachelor Degree (BD) - Marketing, Advertising and Public Relations** - GPA (14/20 points)
- **Escola Profissional de Comunicação e Imagem** – EPCI Professional School in Lisbon) - **Marketing, Advertising and Public Relations technical degree** – level 3 UE - GPA (19/20 points)
- **Escola Secundária da Cidadela** – High School in Cascais – **Computer Science Spec** - GPA (14/20 points)

SIDE SPECIALIZATIONS

Image and Communication, Graphic Design, Image Editing, CRM Application (Implementation and Concepts), SAP Application (Implementation and concepts), CMS, Google Adwords & Google Adwords Analytics - Seminar Leaders Professionals - (Basic + Advanced), e-marketing creative writing (copy).

OTHER ACHIEVEMENTS

Book Author "Comunicação e Marketing Politico" - "Communication and Political Marketing" Ed Silabo, 2009

SKILLS

Portuguese Native (Portuguese/Portuguese - Portuguese/Brazilian)

English Fluent

Spanish Conversational

French Conversational

IT Skills Skilled in Microsoft Office (Word, Excel, PowerPoint, Access, Outlook, FrontPage, MS Project), Corel Draw, Adobe Photoshop, Illustrator, Quark Express, Freehand, Markettest Mediamonitor, SPSS

HOBBIES

Huge fan of sports and travelling.

MORE INFORMATION AVAILABLE UPON REQUEST