

# Ana Oliveira

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## P R O F I L E

A tech-savvy marketing professional with 10 years of international experience in worldwide brands such as VisitBritain, viagogo, Reebok and adidas. Skilled in marketing, digital marketing and communication. Passionate about e-commerce. Search marketing certified by IDM. Creative and with a strong commercial awareness. Strong strategic and analytical skills. Excellent communicator with can do attitude to overcoming challenges. I look to proceed my career within the digital marketing field.

## S K I L L S

Digital Marketing; PPC; Social Media; SEO; Email Marketing; E-commerce; CMS

## E X P E R I E N C E

From February 2016; London, U.K.

**UKCBC** – Higher Education provider of professional qualifications such as HND and AAT; 6 campuses in London

**Digital Marketing Executive** - Managed all the digital channels and print campaigns

- Planned campaigns, activities and liaised with media partners (such as Metro & Evening Standard and Gumtree)
- Ensured that the website was maintained and enhanced to improve its functionality and usability
- Developed digital channels including social media, email marketing and PPC
- Worked on the social media calendar, daily posting, copywriting and curation
- Developed email strategy, planned, wrote, built and executed email campaigns
- Managed, optimised and reported PPC campaigns – Google Adwords, Facebook and Instagram
- Implement SEO techniques across all sites
- Contributed to the creation and implementation of the 2 blogs: [aspiringaccountants.co.uk](http://aspiringaccountants.co.uk) and [hndinsider.com](http://hndinsider.com)
- Briefed and worked with the in-house design and content teams to ensure eye-catching, innovative and relevant content
- Monthly KPI reporting and analysis of the online channels
- Designed and optimised key landing pages to encourage users to download/register/sign-up and engage with content – lead generation and conversion
- Planned and organised exhibitions and internal events

### ACHIEVEMENTS:

- 54% increase of website views comparing with the previous year
- Started the process of lead generation through social media and email marketing
- Doubled the number of Twitter followers in less than one year
- Continuous increase of the social media engagement

February 2016; London, U.K.

**VisitBritain** – National tourism agency, responsible for marketing Britain worldwide

**Website Coordinator** - Freelance project working with the digital marketing team on the launch of the new website

- Content optimisation
- CMS management

From September 2015 - Present; London, U.K.

**AMO Details** – Online retailer selling unique stationery and decoration products

**Digital Marketing Freelance** - Worked in all the phases of the start-up launch: brand identity, website creation and optimization, online campaigns, product sourcing and pricing

- Defined the marketing strategy
- E-commerce website creation
- Copywrite, research, planning, management and monitorization of the social media brand and product campaigns – on Facebook, Twitter, Google +, Instagram, Pinterest and Tumblr
- Responsible for buying budget and entire product sourcing
- Photographed, filmed and edited some of the communication materials

April of 2014 – September 2015; London, U.K.

**viagogo** – Online ticket marketplace for buying and selling tickets to live events

**Social Media and Online Reputation Management** - Responsible to answer and manage online customer enquiries and complaints

- Community management of the social media platforms: Twitter, Facebook and Instagram in English, Spanish and Portuguese
- Managed social media crisis and users with high number of followers and high influential power
- Online reputation management of the main reviews websites such as Trust Pilot or Site Jabber – problem solving and complaint reverse when possible
- Project management of the online customer service language coverage expansion process of the review websites – Spanish, French, Dutch, German, Polish, Japanese and Chinese.

#### ACHIEVEMENTS:

- Awarded with the prize of problem solving quality
- Online customer service language coverage expansion project implemented with success and efficiency

April 2012 - November 2013; Barcelona, Spain

**Reebok Classics** – Reebok's lifestyle brand that celebrates its heritage

**Apparel Global Assistant Product Manager** – Responsible for some of the lifestyle apparel collections

- Conducted product and market trends research
- Responsible for collection design brief
- Responsible to drive sales and achieve margins
- Product launch materials creation - catalogues and internal magazines - and events organisation
- Managed product sales meetings with markets and key accounts
- Product and collection sales performance analysis
- Factory trips to Asia for proto and price check

#### ACHIEVEMENTS:

- Apparel business of 1 million units that has grown approx. 30% between SS13 and FW14

July 2011 - March 2012; Amsterdam, Netherlands

**Reebok EMEA** – The home of fitness brand

**Trainee - Sports Footwear Merchandising** - Assisted both men and women's sports footwear merchandisers

- Product/market innovation and trends research project and presentation to the EMEA Merchandisers and Buyers team
- Assisted the Merchandisers with communication materials creation - catalogues and internal magazines
- Organised showrooms for collection presentation meeting
- Worked with markets and product managers to plan and execute collections
- Conducted sales projections and analysis
- Responsible for the internal system handling

November 2009 - December 2010; Herzogenaurach, Germany

**adidas** – Worldwide sports brand

**Intern - Sports Apparel Global Product Marketing** - Assisted 3 product managers

- Responsible for product and market innovation and trends research
- Organised showrooms for collection presentation meeting
- Conducted sales projections and analysis
- Responsible for the internal system handling

## E D U C A T I O N

- London 2017: Adwords Search Certificate - Google
- London 2016: Wordpress – Treehouse | Google Analytics - Citylit; Effective Digital Marketing in Higher Education – ModernGov | Drive Digital Success with Google – Google | Copywriting for Web (SEO Copywriting) and Print - Citylit
- London 2015 - Certificate in Search Marketing; IDM – Institute of Direct and Digital Marketing
- London 2014 - Short Course in Developing Your Creativity - Central Saint Martins - University of the Arts
- Porto 2008 until 2011 - Master in Marketing Management - IPAM - The Marketing School
- Porto 2005 until 2008 - Bachelor in Marketing Management - IPAM - The Marketing School

## O T H E R I N F O

- Tools used: CMS – Wordpress | Analytics – Google Analytics | Advertising – Adwords, Facebook and Instagram | Email – Mailchimp | Community – Sprout Social and Hootsuite | Project Management – Asana | SEO – Yoast SEO | Other – Unbounce and Instapage
- Languages: Portuguese (native), English (fluent) and Spanish (advanced)
- Lifestyle Magazine interview – [Matéria Estilo](#)

References available on request.