



CONTACT



28224 Madrid, Spain



EDUCATION

Executive MSc / Corporate Management

ISCTE Business School (INDEG)
2011 - 2012

BSc Degree / Marketing and Advertising

Instituto de Artes Visuais, Design e Marketing (IADE)
2001 - 2005

EXPERTISE

Account Management

Insurance / Bancassurance

B2B2C

Digital Sales

Critical Thinking

Judgment and Decision Making

Development and Building Teams

Time Management

PROFILE

I have an Executive Master in Corporate Management (2011) from one of the leading management universities in Portugal (ISCTE), and over 15 years' experience in marketing and sales, 10 of which at an international insurance organization, where I was able to grow my sales and business development skills. I also speak fluently English and Spanish which allowed me to expand my responsibilities to the Iberian market, under the close corporation with our European Head Offices.

PROFESSIONAL EXPERIENCE

KEY ACCOUNT MANAGER

MetLife (Insurance Industry) / February 2019 – Present

- Develop and expand relationships with a portfolio of major clients by continuously proposing new solutions within direct marketing and bancassurance channels, that meet client objectives and strength our position as strategic partner at these accounts.
- Proactively identify business opportunities, emerging trends and market developments, and act as the main point of contact between key clients and internal teams.
- Responsible for achieving accounts budget and P&L, while ensuring the correct products and services are delivered to customers in a timely manner, and track business development results, analyze data, interpret reports and information of the portfolio.
- Prioritize day to day business and resolve any issues and problems faced by customers to maintain strong relations.
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics.

Achievement: Responsible for leading the complete transformation of one of the most troubled accounts in MetLife's portfolio, which resulted in a strong growth exceeding 2021 budget by 185%.

DIGITAL CAMPAIGN MANAGER

MetLife (Insurance Industry) / October 2012 – January 2019

- Develop and execute innovative and impactful direct-to-consumer marketing campaigns across multiple digital channels and suppliers, with the goal of generating new leads, attracting new customers, cross sell products and/or win-back clients.
- Use marketing automation and email nurturing (XCampaign) to engage and convert prospects and customers across the buyer journey.
- Execute monthly budget and consequently track and report campaign performance against KPIs and address any optimization proactively, providing regular feedback to the wider team.
- Ensure consistency and alignment with all internal requirements, constraints, and business objectives by supervising the new and ongoing campaigns.
- Proactively identify business opportunities, emerging trends, and market developments.

Achievement: MetLife Portugal surpassed 1M€ revenues for the first time, in e-Commerce & Lead Generation and became best practice case for EMEA markets.

SKILLS

MS Office

Good command of Microsoft Office Tools (Outlook, Word, PowerPoint, Excel and Access)

CRM Tools

High knowledge of CRM application tools (Hubspot, XCampaigns and Salesforce)

Graphic Design Tools

High knowledge of graphic design applications (Adobe Illustrator and Adobe Photoshop)

PROFESSIONAL EXPERIENCE (CONTINUED)

PRODUCT MANAGER

Concentra (Toy Distribution Industry / April 2008 – September 2012)

- Define and manage a portfolio of toy products by setting individual strategies (both in online and offline environment) for each brand with the objective of maximizing sales revenues, market share, and profit margins.
- Work closely alongside the Sales and Trade Marketing teams by being actively involved in the execution of the Marketing Plan at both strategic and tactical level.
- Identify and assess profitable opportunities that meet FMCG market needs and work them with clients and prospective clients through specific strategies: Sales conditions, In-store activities, assortment optimization, promotional campaigns, etc.
- Coordinate all advertising, both above and below the line, and negotiate with print and other media representatives to ensure the efficient purchasing of advertising.
- Analyze and review stocks, market research (NPD) and media results. These activities include information on consumer trends, sales volume, competition activity and other areas of information.

Achievement: Increased sales 22% versus previous years by optimizing the periods of greater sales seasonality.

PRODUCT MANAGER

Orey Financial (Financial Services Industry / February 2006 – March 2008)

- Responsible for launching Saxo Bank's online trading platform under Orey Financial brand.
- Manage Client Acquisition campaigns to increase and expand clients-portfolio.
- Elaborate the annual Marketing Plan by planning main objectives, strategies, and budget.
- Create, design, and launch the new on-line website being responsible for its contents.
- Organize on-line and offline events.
- Other responsibilities include an active role in the control and analytical accounting department.

Achievement: Increased sales 22% versus previous years by optimizing the periods of greater sales seasonality.

TRAINING AND OTHER CERTIFICATION (most relevant)

//2020 BANCASSURANCE PROGRAM

Associação Portuguesa de Seguradores

//2018 THEPOWERMBA

Escuela de Negocios, Madrid

//2013 KEY ACCOUNT MANAGEMENT PROGRAM

International Faculty for Executives (IFE)

//2008 WORKSHOP IN ONLINE MARKETING

Saxo Bank, Copenhagen

//2007 ADVANCED TRAINING COURSE OF MICROSOFT ACCESS

CEGOC

//2007 ADVANCED TRAINING COURSE OF EXCEL

Rumos Informática Profissional