

Nuno Valinhas

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Nationality: Portuguese | DOB: 26 February 1982 | Portuguese ID: 12193724 | Driving Licence: B1/Portugal

Who Am I

Experienced Hospitality/Travel Online and Digital Marketer. Ambitious, determined, creative, detail-oriented, passionate about branding and marketing, social media evangelist, solution seeker, able to work either as a team-player or more independently. Eager to be part of successful and exciting projects.

Previous work experience in Lisbon, Madrid (2006), Zürich (2007) and London (since March 2012).

Music and Food lover. Football addict.

Work Experience

Associate Manager Europe, Middle East & Africa E-Commerce | [lhw.com](#)

03rd November 2014 - ??? | London, United Kingdom

Key Achievements:

- Project management and development of LHW B2B Automotive website www.lhwauto.com (launched June 2015)

Main Responsibilities:

- Align online strategy for the EMEA region with the New York HQ
- Develop strategies for driving more traffic and conversions on the German, Italian and Spanish versions of LHW.com
- Source new brand-appropriate online marketing campaigns and present ideas to the Interactive Marketing team in New York
- Analyze and optimize campaign performance, working closely with the Digital Marketing agency team
- Create and maintain a social media strategy for the EMEA region, as part of the overall strategy for LHW
- Monitor the online conversation in the EMEA region as it relates to LHW
- Work with EMEA Marketing team to assist with the online component of marketing initiatives, partnerships and loyalty program acquisition campaigns
- Support Paid Search Marketing efforts by assisting with maintenance and optimization of in-language (German, Spanish and Italian) campaigns.
- Ensure continued online revenue growth by developing a strong understanding of the EMEA market and our specific hotel and resort properties
- Product marketing of LHW's internet booking engine tool to member hotels
- Trivago global campaign management (bid optimization per hotel, per market)

Digital Marketing Manager at Corus Hotels & Laura Ashley Hotels | corushotels.com / lauraashleyhotels.com

07th July 2014 – 23th October 2014 | London, United Kingdom

Key Achievements:

- YTD/September website revenue ahead of 2013's total (+7.29%)
- YTD/September PPC revenue ahead YOY (+6%)
- Laura Ashley Hotels group website launch (July 2014)
- Laura Ashley Hotel The Belsfield website launch (July 2014)

Main Responsibilities:

- New Corus Hotels website development and launch
- Website development and content management
- Digital Marketing strategy (PPC, SEO, DRM) in liaison with the chosen agency (TravelClick)

Group Marketing Executive at Corus Hotels | corushotels.com

30th April 2012 – 07th July 2014 | London, United Kingdom

Key Achievements:

- Successful increment of direct bookings revenue via PPC 2012 vs 2013 (+375%)
- Successful improvement of Corus Hotels natural/organic search engine ranking via new SEO strategy (Q4 2012/Q1 2013)
- Improvement of Corus Hotels website traffic performance 2012 vs 2013: visits (2.57%), page views (1.21%), avg. visit time (11.85%)
- Implementation of successful DRM campaigns

Main Responsibilities:

- Content management and development of Corus Hotels new website (2014)
- Hands-on implementation of an all-new brand SEO and strategy for the group (manage and liaising with the chosen agency)
- Monitoring, analysis, management and reporting of PPC and DRM campaigns
- Management of Corus Hotels CRM/Email Marketing platform
- Management of Corus Hotels Social Media channels (Facebook, Twitter and LinkedIn)
- Management of all existing agencies relationships

E-Commerce Manager at Real Hotels Group | realhotelsgroup.com

27th September 2011 - 03th January 2012 | Lisbon, Portugal

Key Achievements:

- Establishment of a new and more competitive group rate grid (i.e. non-refundable rates, early-booking rates)
- Successful online campaigns with new source markets and partners (i.e. Destly – Scandinavian market)
- Establishment of sales plans with key online partners (i.e. Voyage Privé, Secret Escapes, GroupOn)

Main Responsibilities:

- Development of a new website for the group in liaison with the chosen agency
- Implementation of a new CRS (Sabre SynXis)
- Maximization of revenue of existing B2B, B2C, private affiliation and 3rd parties websites

E-Commerce Executive at Tiara Hotels & Resorts | tiara-hotels.com

04th August 2008 - 04th August 2011 | Lisbon, Portugal

Key Achievements:

- Successful implementation and management of Social Media channels in 2 years (Twitter, over 5700 followers / Facebook, over 3000 fans)
- Supporting all online demands of the new chain property launch (Tiara Yachts Cannes, 2009)
- TripAdvisor Traveler's Choice 2011 award for "Best Hotel for Romance – Europe #1 / World #2" – Tiara Yachts Cannes
- Successful decrease of brand dependency on 3rd parties websites vs. direct bookings total revenue (i.e. PPC campaigns, new competitive rate plans, creation of new packages and offers, TripAdvisor Business listings)
- Implementation of Travelclick's Channel Manager in all 5 properties of the group

Main Responsibilities:

- Maximization of brand properties portfolio online visibility and placement
- Website content management / Key-focus on SEO and SEM efforts
- Identification of new potential B2B, B2C, 3rd parties and affiliation web distribution channels
- Influence conversation and brand reputation through messaging, hotel reviews sites and social media
- Support the continued development of brand website and internal e-communications
- Manage and propose e-commerce strategies including online marketing efforts, affiliate relationships and e-mail marketing
- Analysis of web analytics, PPC campaigns and all digital marketing affiliations and partnerships

Previous job experiences (from 2004 to 2008) can be found on my [LinkedIn](#) profile.

Education / Academic Qualifications

Football Communication & Digital Media at Sports Business Institute Barcelona | sbibarcelona.com

February – April 2014 | Online Course

BA in Tourism (Companies Management) at INP – Instituto Sup. Novas Profissões | inp.pt

2000 - 2004 | Lisbon, Portugal

Languages

Portuguese

Native

English

Fluent

Spanish

Fluent

German

Basic/Medium

French

Basic

Hobbies, Activities and Interests

Music

- DJing + Production | soundcloud.com/kamtchaka
- **Gruv Lisbon** crew member (Crowd-funding movement of electronic music fans in Lisbon) | gruvlisbon.com

Sports

- Football (weekly practice / blog member of [FutLOL](#))
- Gym / Running
- Hockey semi-pro (6 - 14 years old)

General Interests

- Travel / Hotels / Tourism / Food / Gastronomy / Cooking
- Social Media / Digital Trends
- Cinema / TV / Lifestyle / Fashion
- Photography / Image / Publicity / Advertising / Marketing / Branding
- Inca's Culture and Civilization

References

Available on request