



Certificações



AdWords Search



Google Analytics

Hi, how are you?

I consider myself to be an educated and qualified person, with a varied set of skills and experiences, able to bring some value to your business.

After some years working in Africa, I've returned to Europe, but I'm still available to go to (almost) any region in the World or the country (Portugal).

I'm a Portuguese Professional, have a Business Degree in Management, an MBA (major in **Marketing**) and I'm Post-graduate in Management & Business Consulting.

I'm looking for a new and challengeable opportunity – specifically in Digital Marketing, and preferentially in areas such as **PPC Management and Optimization, Behavioral-Based Marketing Automation and CRO.**

I'm a Sales and Digital Marketing enthusiast, and I really believe in the great advantages of this *new online world* for making business. In my opinion, these 3 areas are among the ones that add most value to businesses nowadays, if implemented the right way – results-focused!

I really think that “conversion” is the word! We are always worried about getting traffic + traffic + traffic... but, it really is a waste of money if we don't take money out of it, if we don't *convert* that traffic into active repeated customers. And that's where I see the real value of getting traffic into a website (or app, or FB Page, or...).

Of course, I could also talk about SEO, but all it takes is looking into Google's SERP and we'll notice that organic results are becoming more and more scarce. And SEO means being permanently dependent on Google's (or Bing, or Yahoo, or... whatever) rules. And those, might change overnight, just *killing* past SEO efforts. I believe in SEO, as a way of getting traffic, but... means medium/long term, big investment and without sustainability.

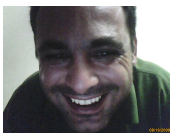
SMM is another “great world” to exploit... but, I can't focus on everything, and I really love **PPC, Behavioral-Based Marketing Automation and CRO.**

So I'm actively looking for new business and/or professional opportunities related, where **results** are the main mindset.

I'm a Google Certified *Adwords* Professional and Google *Analytics* Professional, and I'm preparing for getting 3 more certifications: *Facebook Ads* certification, *SalesManago Certified Specialist* (Marketing Automation) and *Optimizely Certification* (CRO).

I'm also a regular user of *Google Tag Manager*, *ActiveCampaign* (Marketing Automation) and *Google Optimize* (CRO). I also code (asp.net/MSSQL), have know how in HTML, Javascript and CSS and I've already developed some personal/business web projects, including integrations using API's for several platforms.

I've “discovered” Digital Marketing almost by chance, when I've decided to launch an online store, a 3 years ago. Naturally, I've discovered that having the most “nice” store, with the best products in the world was not enough. I didn't have the most important – customers. So... I've started a journey, going from *Adwords* and



Facebook Ads to Email Marketing (in fact, it was more SPAM than Marketing)... anyway... That was the hard beginning.

But, professionally, I wasn't working in that area, so...

So, What I'm telling you is that, despite my formation and experience, mostly in sales, business development, management, consultancy, among others, I also have some IT knowledge and experience.

In the last year, after returning from Africa, and because I had no job, I've been working in a personal Project, where I had to use all those tools and others, and I've learned a lot (and I still do) – I have hundreds of self-training hours spent.

For example, I was able to reduce *Adwords* CPA in 60% and increase 32% the conversion rate in the website (signups). From some *growth hacking* failures to some small "successes", I've done it all in the last year. Basically, I've been studying and learning by doing.

So, putting it all together, I have Know How and some experience in areas such as (among others):

- E-commerce platforms (Shopify + BigCommerce + e-pages + others, including themes customization)
- IT Programming and Web development (asp.net, including MSSQL, HTML, Javascript and CSS)
- Digital Marketing (SEO, PPC, CRO and Marketing Automation)
- Sales, Business Development, Sales Force and Sales Process Management;
- Team Leadership, HR Recruiting and Training, including IT Outsourcing;
- Collection Control and Management;
- Quality and Control Systems design and implementation (ISO standards);
- Cost Control Systems and Managerial Accounting + Business Planning, Budgeting and Control;
- Pre-Shipment Inspection (Exports/imports)
- Training

Now, I want to regain the control of my life again. For personal reasons, I really need to make a fresh start in my life. I'm searching for a new career, a new place, new people, new... everything.

I'm not a typical "Marketing Guru"... if you know what I mean. But I really believe that I have what it takes to succeed in this field. **I believe in myself, and I'm not afraid of challenges nor changes.**

All I need is the right opportunity. Would you kindly consider it?

I'm also fully aware that I don't have a "linear career" and that I will have to "**pay a price**" to enter a different company, in terms of salary, function or other conditions, but I consider myself humble and intelligent enough to take one **step back in my life, in order to take two steps forward in the future.**

For many years I've also worked as a trainer in management themes, so I'm not the kind of person who likes to be "isolated" from the world, or not seeing "sunlight" on the window. **I love customers contact (in preference face to face). I love speaking in public or to an audience** (as long as I know *something* about the subject in discussion, of course).



NUNO ALEXANDRE

na.nunoalexandre@gmail.com

+351 918 743 926

I don't even have problems whatsoever in being the only one to disagree about an issue in the middle of the crowd, if you know what I mean... **I'm not a "yes-man"** and I will never be one. I love a good "discussion" supported in divergent points of view, as long as we "exchange" arguments in an educated manner.

I can also work as a **"services provider" (invoice)**, instead of a "normal employee".

What Can I offer you? What added value can I bring to your company? Well... It really depends... I don't know your corporate culture, but if for you and your company, the expressions: **objectives, results, dynamic, motivation** and **passion** are part of your day-to-day basis, then, I'm convinced that I might be useful. If that's the case, please accept my interest and availability to collaborate in a near future. Otherwise, please ignore me, since I won't be the most appropriated person to work with...

I still believe in my life's motto: **"don't let your fears stand in the way of your dreams... just go after them"**! And that's exactly what I'm doing here. Another thing I really believe is that the "only permanent thing we have in life is... death!"

I prefer opportunities where I can feel and say: **"I can make a difference..."**, but **I'm a highly adaptable person, and a team player.**

I'm available to mutually evaluate interest, mutual gains, and added value in a relationship. **I don't like and I'll never be just one more.**

Thank you very much.
Nuno Alexandre



ACADEMIC HABILITATIONS

- **MBA** - Portuguese Catholic University (2003);
- **Post-Graduate** - Management & Business Consulting – ISEG (2004);
- **Business Degree** (Management) – Lisbon Autonomous University (1998);

PROFISSIONAL EXPERIENCE

- ✓ **Marketing Planning and Digital Product Development**, in a small personal project, since 2016.
- ✓ **Board's Consultant**: in a Multinational Company: **Poltec Group**, a business group strongly implemented in real estate sector, although currently growing to other areas and business sectors, in and out of Angola. This business group comprises more than 20 companies and total Business Volume of more than 400 million USD. My action was developed mainly from outside of Angola, although on time and on a regular basis, physically present in Luanda - (2014-2016):
 - Development and evaluation of investment projects, development of strategic studies and support to operational decisions, project management, relationship with investors and financiers, conception of "pieces" of communication, "business plans" for investors, and support strategic planning and management control.
- ✓ **Commercial Director**: in a big Multinational Company - **Bureau Veritas/BIVAC Angola** (www.bureauveritas.com), headquarters in France, and representing two Divisions of the Company (these represent about 90% of business in Angola), 2012/2013 – **ANGOLA (Luanda)**:
 - Government Services and International Trading Division (BIVAC): The main service of this division is Pre-Shipment Inspection of goods imported by Angolan companies. The revenue is about 40 Million USD. I'm directly responsible for the revenue, including sales and collecting money from Importers. My job includes direct management of Commercial Team and Collection Team, major client's relationship, business planning, implementation and control. Last year I (my team) was able to achieve a market share increase of about 4% corresponding to an increase in sales of 8,4% together with a 50% decrease in collection average period (total aging reduced in about 12 Million USD).
 - CER Division (accumulating only after Feb 2013): The main services of this division are Training, Certification (ISO and others) of companies and professionals, consultancy, auditing and implementation of processes related to quality, HSE and others. The revenue is about 6 Million USD. My job includes Marketing planning, Sales Process management and major client's relationship. It implies working with different areas and Business Unit's Managers in order to satisfy client's needs. Until now there's been a growth in Proposals Pipeline, of more than 40%.
- ✓ **Business Unit Manager**: in an IT Services Multinational Company (Headquarters in Portugal): **Rumos Angola** (www.gruporumos.com), in **ANGOLA (Luanda)**:



- Angola IT Outsourcing Services Unit: Business Development, Sales and Team Management, Business control, Recruiting etc... (2011) – I was responsible for launching the Unit in Angola. It included market research, recruiting staff, first sales and implementation of Outsourcing Division in Angola. Nowadays it includes Recruiting and Outsourcing Services IT related.

- ✓ **IT Outsourcing Unit Manager:** in an IT Services and training company: **Galileu, SA** (www.galileu.pt), belonging to RUMOS group (www.gruporumos.com) – IT Outsourcing Unit: Business Development, Sales and Team Management, Business control, Recruiting etc... (2010) – Portugal:
 - I've reached a turnover in IT Outsourcing Services Unit: from losses, to profit, with a +- 300% increase in sales. After that, I was invited to create a similar unit of the same company in Angola.

- ✓ **Senior Business Manager:** in an IT small consultancy company: **Edge Innovation** (former Edge Consulting): Operational management, including IT professionals recruiting and outsourcing selling. Relationship developer and Partners' manager (2007/2009) – Portugal.
 - It was an IT Services Startup with only 5 employees (including me) and I was involved almost from the first day. When I left, the company had more than 60 consultants and sales where growing and growing. I left to search new projects and challenges...

- ✓ **Marketing Manager** in a small IT consultancy company (ERP's for Public Administration): **SNN** – preparation, organization and planning of Sales/Products (2006) – Portugal.
 - This was a bad experience, mainly due to cultural differences... Only a few months! I was responsible for marketing planning, but left feeling I was just losing my time...

- ✓ **Business Consultant** as freelance for several small Business consultancy companies (for SME's) - Specialization: Sales and Management control – diagnostic, planning and definition of commercial actions, sales team management, control and management (2003-2006) – Portugal.

- ✓ **Business Consultant** as freelance for several small Business consultancy companies (for SME's) - Specialization: Quality Management (ISO 9001 implementation) and Management Control (1999-2003) – Portugal.
 - During this period I've worked for several Consultancy Companies, as consultant and trainer. I've developed hundreds of training hours (in management areas) and made several projects in different areas. I've been able to implement ISO 9001 Management systems in 5 different companies. I've also helped several clients to implement control systems, including process and accounting controls design.



- Later, I've become more focused in Sales and Sales Team Management areas. I've helped several companies to improve their commercial area, by analyzing sales data, designing loyalty and incentives programs (to clients and salespeople) and implementing control systems.
- ✓ **Business Unit Manager** in a big Industrial Company (chicken production): *Interaves* - Sales Teams Management, Business Control, Department reorganization, Incentives Management (2005) – Portugal.
 - After a consultancy project, I was invited to assume direct management of their Sales Team and Collections from clients. I've implemented a new approach to sales objectives and incentives, leading to a big growth in new client's acquisition. Unfortunately, I had some health problems and I've decided to stop working for some time and left.
- ✓ **Internal Consultant** in Logistics Department for *RTP* (Portuguese TV) – diagnostics, analysis, planning and implementation of continuous improvement processes (as is - to be) : Provisioning, Procurement, Stocks (2002) – Portugal.
 - I was invited to lead an analysis/audit of Procurement and Stock Management Processes (Logistics Department) in order to improve them. After many months of hard work, including processes testing and evaluation, detailed inventory counting, personnel interviews, documentation audit, etc... I've produced a report to Administration with main conclusions and suggestions. A few weeks later, the Administration changed and I left.
- ✓ **Several Other Positions in different companies**, in the first period of my professional career (Quality Manager, Sales Manager, Management Assistant, Accountant and Trainee).

PERSONAL DESCRIPTION

- Dynamic, self-motivated and results-driven professional;
- I love personal contact (clients, partners, etc...) and freedom of thought, I like taking my own decisions and I hate "yes-men" persons;
- I usually see the bright side of things – sometimes I should stop to think and not always follow my instincts (and ideas);
- I believe in Discussion, Team-Work and Cinergy;
- I'm a motivation-dependent professional – when motivated I'm workaholic, When not.... my productivity falls down;
- I'm ambitious but not at any price.