

# Paula Castelo

Portuguese, born in France

01/02/1990



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## Work Experience

09/14 - today	<b>Teaching Assistant – Nova School of Business and Economics</b> Marketing Management; Advanced Marketing	Portugal
10/13 – today	<b>B2B Marketing Manager - Vodafone Portugal</b> - Implementation of a new communication strategy campaign targeted at enterprise customers - Stores Image and Merchandise; Stores Segmentation	Portugal
09/12 – 08/13	<b>Project Coordinator - AHEAD Rumos: Moçambique (NGO AHEAD)</b> Volunteering program in the field of education in Mozambique. Responsibilities: volunteers' recruitment, fundraising activities and group coordination in Portugal, fieldwork preparation and coordination of the activities in Mozambique	Portugal/ Mozambique

## Education

	<b>NOVA School of Business and Economics</b>	Portugal
02/12 – 07/13	<b>MSc in Management</b> – Final GPA 17/20 <u>Relevant Coursework</u> : Consumer Behaviour (18), Marketing Research (17), Marketing Planning (18), CRM (17) <u>Thesis</u> : Nestlé Field Lab, Children Consumer Behaviour – “The Influence of a Fun Packaging on Children’s Sensory Evaluation of a Healthy Product”	
09/08 – 01/12	<b>BSc in Economics</b> – Final GPA 14 / 20	Portugal
(09/10 – 02/11)	Exchange Program at SGH – Warsaw School of Economics	Poland

## Interests & Other Activities

03/11 – 06/13	<b>Volunteer – AHEAD Bairros (NGO AHEAD)</b> Promoted recreational and educational activities in Lisbon; community development activities; study monitoring	
01/12 – 08/12	<b>Volunteer - PUMAP - Programa de Universitários em Maputo (NGO AHEAD)</b> In Portugal: fundraising activities, events' organization; in Mozambique: taught a module on “Development in Mozambique” at Eduardo Mondlane University; promoted recreational and pedagogical activities in a primary school and support activities in the Central Hospital of Maputo	
General Interests	<b>Neuromarketing; Dance; Capoeira</b> (Martial Art)	

## Awards

Student with the highest GPA in the secondary school (Esc Sec. Dr. Júlio Martins, Chaves)

## Language Skills

<b>Portuguese</b>	Native language
<b>English</b>	Advanced (Certificate in Advanced English, Cambridge University)
<b>Spanish</b>	Level A2 (ILNOVA – Nova Languages Institute)
<b>French</b>	Beginner