

Ms. Elisa J.

Education

CATOLICA LISBON SCHOOL OF BUSINESS & ECONOMICS
Master's in International Management, Major Marketing
(ranked 30th best Master's in Management worldwide, #1st Business School in Portugal)

DAWSON COLLEGE (Semester Exchange)
Bachelor's in Business Administration

UNIVERSITY OF LYON - Honors
Bachelor's in Business Administration

Work Experience

GOOGLE **Dublin, Ireland**
BOLD Immersion Program *2018*

- Selected as a participant among 50 students out of 4000+ applicants, in the Building Opportunities for Leadership and Development (BOLD) Immersion program at Google's HQ
- Shadowing the business of EMEA Business Manager in their day-to-day activities
- Collaborating on real-life business challenges

FOX (FILMS, TV & SPORTS) **Paris, France**
Marketing Assistant *6 months - 2018*

Responsible for the promotion of the following channels: FOX+ Streaming, National Geographic, Nat Geo Wild, Travel Channel, FOX Play Series SVOD

- Designing marketing campaigns in collaboration with advertising agencies for a >500K\$ budget per campaign
- Delivering Media Planning and Media Buying strategic decisions
- Development of an action plan to increase partnerships with high-visibility media affiliates (implemented 8 new partnerships)
- Analysis of data from past campaigns and summarized insights presented in reports
- Conducting competitive intelligence benchmarks and reports through Rival IQ used to define the strategy of marketing campaigns
- Hosting of various public speaking events to present our next steps in front of up to 600 partners
- Coordinating of all marketing assets with the Los Angeles and London teams

TIME WARNER **Paris, France**
Marketing & PR Assistant *6 months - 2017*

Responsible for the promotion of the English-speaking African territories channels: CNN, Cartoon Network, TCM Cinema, Boomerang, Adult Swim, TNT

- Increase of the website traffic by 60% and increased KPI's by 40% with targeted SEO strategies **Lisbon, Portugal**
- Increase of Facebook following by 40% and total Facebook reach by 600% *2018 - 2020*
- Architecting over 10 analytics reports using insights extracted from SQL database
- Presenting goals, tactics, and timelines for B2C and B2B campaigns **Montreal, Canada**
- Coordinating media campaigns TV/Press/Online with advertising agencies for a >800K budget per semester *2015*
- Briefing the internal design team on marketing assets using creative judgement

Lyon, France
2014 - 2017

Leadership Experience

Catolica Women In Business Club **Lisbon, Portugal**
Marketing Executive *Sept 2018 – Present*

- Managing of the marketing of the first-ever Catolica's Women In Business Club aiming to support women's leadership positions in Portugal
- Development of a mentoring platform to create contacts between women in leadership positions from a variety of backgrounds (media, music and tech) and management students

WebSummit **Lisbon, Portugal**
Business Volunteer *Sept 2018*

- Coordination of the on-site marketing operations of the world's largest tech conference with international media affiliates

Additional

- Skills: Office Pack, OSX, Google Ads, Sphinx, Slack, HubSpot, Salesforce, Photoshop, InDesign, PowerPoint, Mailchimp, SQL, Adobe Creative Suite, Entertainment, Music Business, Marketing Analytics
- Fluent in English and French. Advanced level in Spanish and Portuguese
- Avid traveler: Tunisia, Egypt, Morocco, Portugal, Spain, UK, Poland, Canada, Costa Rica, Mexico, USA (Washington, Philadelphia, Pittsburgh, Chicago, Massachusetts, Atlanta, Houston, Dallas, Los Angeles, Orlando, Miami, New York, San José, San Francisco, Mountain View, Sunnyvale, Palo Alto, Menlo Park)