

PERSONAL INFORMATION

Anabela Cardita



 (Portugal)
 (+351)969051657
 acardita@gmail.com
 www.acardita.com

Date of birth 24 Apr 1983 | Nationality Portuguese

WORK EXPERIENCE

2 Mar 2020–Present

Digital Marketing Manager

Lusíadas Saúde, Lisbon (Portugal)

- Develop, implement, and manage marketing campaigns that promote the company services
- Optimize and manage content for the website and social networking channels such as Facebook, Instagram e LinkedIn
- Enhance brand awareness in the digital space
- Drive website traffic and acquire leads
- Identify what the objectives of measuring and analyzing digital data for our business
- Definition and monitoring of performance indicators (KPIs)

3 Feb 2016–1 Mar 2020

Marketing and Communication Manager

Lusíadas Saúde, Lisbon (Portugal)

Responsible for the marketing and communication of Hospital de Cascais (public-private partnership of Lusíadas Saúde - UnitedHealth Group).

Action plan development aligned with the company's strategy.

Ensure the operation of the Internal and External Communication Plan, promoting the creation of processes and communication between the stakeholders, in order to ensure the consolidation of the group's identity.

Management of the Intranet, Website and Corporate TV content, following policies and procedures.

Institutional brand awareness development in events and associated media communication.

Responsible for collaborating on the strategy and managing the execution of events and other institutional initiatives.

Daily collaboration with the media, monitor, and intervention in case of crisis management.

Jan 2015–22 Oct 2015

Trade Marketing & Communication

Carl Zeiss Vision, Lisbon (Portugal)

Replacement of the Carl Zeiss Vision Trade Marketing & Communication Manager during her maternity leave.

In charge of development of price list, development of communication for new lenses (flyers and videos), trade marketing materials, translations to portuguese (of internal apps, website, videos and internal journal), development of actions above and below the line, organisation of events for launching new products, budget control, approval of invoices and marketing purchase orders.

5 May 2014–8 Aug 2014

Product Owner OutSystems

Glintt, Brussels (Belgium)

Business plan development for Benelux.

Development of a high level prospecting to identify new customers and new business.

Promote the OutSystems Platform to new customers through cold calling, email and social networks.

Following-up Clients contacts.

Schedule meetings and Demos.

3 Dec 2012–29 Dec 2013

Trade & Marketing Manager

The Phone House, Lisbon (Portugal)

Management and communication of Telecommunication catalogues (mobile phones, accessories and services). Development of all monthly POS of the brand "Ensitel". Responsibility to guarantee that the catalogues and POS are finished and delivered on time at the stores.

Controlling the costs and profits, collaborating on Annual Budget, forecast of costs and profits and processing debit orders monthly.

27 May 2010–30 Nov 2012

Trade & Marketing Manager

Avenir Telecom / Ensitel, Lisbon (Portugal)

Management and communication of Telecommunication catalogues (mobile phones, accessories and services). Development of all monthly POS of the brand "Ensitel". Responsibility to guarantee that the catalogues and POS are finished and delivered on time at the stores.

Negotiating with partners - spaces, communication and launches - of new products in our stores. Controlling the costs and profits. Collaborating on Annual Budget, forecast of costs and profits and processing debit orders monthly.

23 Mar 2009–21 Mar 2010

Marketing Category Manager

Os Mosqueteiros (Intermarché), Alverca (Portugal)

Analyzing the performance of all non food area products and suggest the best range of products for company, through more coordinated buying, merchandising, and pricing of the brands in the category.

15 May 2006–20 Mar 2009

Marketing Assistant

Os Mosqueteiros (Intermarché), Alverca (Portugal)

Management and communication of Loyalty Card leaflets and catalogues. Negotiation of the products with the commercial area and the introduction of the campaigns in the loyalty card system, training for shop cashiers and support of customers and sales service in order to guarantee that everything was well done to be launched in the stores.

2 Nov 2005–30 Apr 2006

Marketing Trainee

Staples, Lisbon (Portugal)

Supporting the marketing manager, help the design team with the development of leaflets and also help the data base manager with the introduction of information customers loyalty card in Oracle.

EDUCATION AND TRAINING

24 Mar 2015–29 Jul 2015

Digital Marketing & Strategy

EDIT., Lisbon (Portugal)

10 Mar 2007–2 Jun 2007

Pedagogical Aptitude Training Course - IEFP certified trainer

Forte da Casa (Portugal)

24 Sep 2001–31 Jul 2005

Licentiate degree in Marketing Management

IPS - Escola Superior de Ciências Empresariais, Setúbal (Portugal)

PERSONAL SKILLS

Mother tongue(s)

Portuguese

Foreign language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	B2	B2
French	A2	A2	A2	A2	A1
Spanish	B2	B2	A2	A2	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages - Self-assessment grid

Driving licence B

ADDITIONAL INFORMATION

Online Training / Certifications
 March 2014 - Google Analytics Platform Principles with Google certificate (Google Open OnlineCourse)
 July 2012 - Power Searching with Google certificate (Google Open Online Course)