

ARMANDO DE OLIVEIRA MARTINS ALVES

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ABOUT ME

Weaving the web since 1993, I currently work in Digital Marketing and CRM, with past experience in analytics, social media and web development.

Leading teams is one of things I appreciate the most at my job, bringing the best out of people and sharing with them some of the experience I've acquired in my previous roles. My latest transition from a leading digital agency to a leading retailer has allowed me to have an end-to-end grasp of the full marketing stack.

Besides work, I'm an active member and founder of Iniciativa Liberal, a Portuguese liberal party affiliated with ALDE Party. American Vintage Dances (Lindy Hop, Blues and Balboa) are my main hobby.

EXPERIENCE

November 2017 - Present

Head Of Digital and Customer Marketing, FNAC Portugal

Accountable for digital marketing and CRM activities at Fnac Portugal, overseeing strategy and execution of shared and paid media channels, supporting brand health, user engagement and revenue generation. Since 2018, I've:

- managed efficiently a budget in paid digital media, helping to grow web traffic and conversions, increasing the share of web sales in the business
- grown NPS over over 30%, with new digital customer journeys reviewed and marketing automation cycles implemented
- established a new unit for customer intelligence, providing valuable analysis and insights for other business areas
- helped to digital transform the marketing department, implementing new tools and processes, reducing the amount of emails and Excel on the company

November 2015 - November 2017

Head Of Data & Analytics, Grupo Fullsix

Partnering with our clients and other strategists to create a robust, data driven, story of the performance of measured digital properties. Primarily developing insights for new business and major clients, I also play a key role in supporting other client work.

Activities included discovering new channels, products and segments; optimising marketing programs; developing social programs; improving media and social targeting, creating digital dashboards, conducting competitive analysis, developing integrated measurement plans, and building robust ROI models.

Main Projects: Developed a Digital marketing strategy for Cultural Industry (MAAT), planned a Oracle Eloqua implementation for financial services (CGD), integrated Hubspot workflows for B2B (WeDo Technologies).

01/05/2010 - 31/10/2015

Head Of Social Media, Fullsix Portugal

In 2010, i established the social media division, a specialist team with 12 people supporting other areas of Fullsix Group, that has grown into a diversified source of income for the company, working with more than 20 top brands in Portugal.

Key projects: social media strategy and production for Moche, Super Bock, McDonalds; social business program for Jerónimo Martins and Deloitte Portugal; social apps for TMN, Guimarães 2012 and Milka; digital team lead at online political campaign for incumbent coalition in 2015; digital lead for mobile startup competition Appy Day BPI;

01/05/2009 - 01/05/2010

Web Strategist, Fullsix Portugal

Planning long term digital strategy for brands, building social media initiatives and exploring emerging trends and technologies.

Main Projects: Super Bock Blog Awards, Sprite Green Eye World

01/01/2007 - 30/04/2009

Head Of Interactive, DraftFCB

Overseeing the interactive unit, developed solutions for new media and established interactive best practices.

With strong understanding of Internet industry, leading the interactive team to deliver effective online advertising solutions.

I'm also responsible for interactive project management, defining requirements and outsourcing contractors. Further responsibilities include determining technology direction for company and working with systems administrator to manage internal infrastructure.

Main Projects: Becel Programa Pro, Chevrolet Tatoo, Oreo Aventura Branca, Grants.pt

01/04/2003 - 31/12/2006

Senior Interactive Developer, Foote Cone & Belding

Designed and developed html prototypes, rich media applications and online advertising deliverables.

Working with the product development team, built interactive products and services respecting user-centered design principles.

Main projects: wurth.pt, adp.pt, cepsateam.com, fcb.pt, brise.pt, cepsateam.com and Flash based advergames.

01/06/2000 - 30/02/2003

Web Developer, Digital Branding

Programming of internet applications and websites;

Integration and Interface development in HTML, XML/XSL with ASP;

Actionscript Development and Flash Design;

Development of multimedia applications;

Integrated pilot project for interactive television in Portugal, based on MSTV platform;

Main projects: motion graphics for TV and multimedia (PT Comunicações, JN, NTV),
frontend web development for e-commerce platforms (Nlivros.com, ReadersDigest)

01/04/200 - 31/05/2000

Web Project Manager, Moutinho e Athayde

Project management and development of Internet websites

Main projects: frontend web development for PingoDoce.pt, EDP, Cofina, Lusomundo and Nokia.pt

01/09/1999 - 30/03/2000

International Marketing Manager, Sobrinca

UK, US and Latin-American markets for baby-pram products.

EDUCATION

1992 - 1999

Business management

Universidade da Beira Interior

LAST, BUT NOT THE LEAST

Author

From 2006 to 2012 I've published fresh ideas for interactive creativity at asourceofinspiration.com, an influential european blog on digital marketing and advertising. Also co-author at osocio.org, one of the world's top social and cause marketing blogs, consistently ranked in the top 50 of Ad Age's "Power 150" daily ranking of marketing blogs.

Guest Lecturer

- World Academy: 2016, Digital Marketing Strategy
- Universidade Europeia: 2013, 2014 (Pós Graduação em Marketing Digital)
- Restart: 2004 (Criatividade Publicitária), 2010, 2011, 2012 (Comunicação e Marketing New Media)
- Edit: 2012, 2013 (Workshop Redes Sociais)
- Flag: 2012, 2013 (Academia de Marketing Digital - Plano de Marketing Digital)
- Cap Gemini e Accenture (Formação de Marketing Digital)

Speaker

- "LET'S WAKE UP! COMO TRAZER ORDEM PARA O CAOS" Roundtable, i-Data.pt, October 2018
- "The Art Of The Viral", Upload Lisboa, October 2011
- "Advertising Propagation Interface", SWITCH Conference, April 2011
- "Events 2.Social", ExpoEventos Algarve, April 2010
- "UFOs: Abduction by the marketing hype cycle", Upload 2.0, November 2009 - "Progressive Enhancement with Flash", RIAPT, February 2009
- "Karma, comunidades and online reputation", EcomMarketing Show, Outubro 2010 - "De Like para Love", EcomMarketing Show, October 2011

Awards

Best Social Media Campaign, "TMN says goodbye to Facebook", Sapo and Meios & Publicidade
A Facebook app where user could remove the posts from the brand Facebook page and kept them as a souvenir.

When over 3500 posts were removed, the brand would cease their presence on Facebook as TMN and migrate to [facebook.com/meo](https://www.facebook.com/meo).

Best Social Media Campaign, "Change The Like Button" for Super Bock, Sapo and Meios & Publicidade

An online petition to Change The Like Button, gathering over 100k supporters and delivered at Facebook's Headquarters