



Brand Strategist

Name & Age & Address

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Who is Fábio?

Marketing and brand management professional with extensive experience in the development and implementation of marketing and trade marketing strategies. Solid experience in leading innovative projects in national and international markets. Proficient in turning market challenges into growth opportunities, using detailed analysis to boost sales and enhance consumer experience.

Freelancer in Marketing & Sales, 03/2024 - present



Glovo - Leadership in user experience management for Q-Commerce, including product selection and dynamic pricing strategies. Development and execution of strategic partnerships that resulted in significant improvements in operational efficiency and customer satisfaction. **Key figures: direct owner of 1.5MM with 35 pp. growth YoY**



Emma - The Sleep Company - Development of marketing strategies for the global expansion of Emma mattress retail. Responsible for public relations campaigns and reputation management in the UK market, increasing brand visibility and consumer engagement. **Key figures: direct contributor of 200MM with 6 pp. growth YoY**

Appliances Trade & Brand Marketing Manager, P&G Iberia, 04/2022 – 03/2023



Coordination and execution of marketing strategies for the Braun, Gillette, and Venus brands, improving market penetration and sales performance in the Portuguese and Spanish markets. Implementation of promotional campaigns and digital strategies that strengthened brand presence and consumer relationships. **Key figures: direct owner of 5.5MM with 10pp. growth YoY**

Corporate Key Account Manager & B2B Channel Coordinator, P&G Iberia, 10/2020 – 04/2022



Strategic management of key institutional accounts and growth of new channels for brands such as Dodot and Tampax. Supervision and management of paper categories, achieving significant improvements in profitability and customer satisfaction. **Key figures: direct owner of 10MM business with 30 pp. growth YoY**

Innovation Manager Trainee, Super Bock Group, 05/2019 – 07/2020



Innovation and project management for the Super Bock Stout, Carlsberg, and Somersby brands. Implementation of marketing strategies and promotions that contributed to sustained market growth and customer loyalty. **Key figures: direct contributor for a 2.5MM sub-category with 12 pp. growth YoY**

Education

Skills



Masters in Engineering & Quality Management – 2017/19



Diploma in Strategic Marketing & Communication – 2018/19



Bachelors in Instrumentation Engineering and Metrology – 2014/17



Certified Leader by the European Foundation for Quality Management



Internal Quality Auditor Certified by SGS

Team Leadership

Trade Marketing & Branding Strategy

Campaign Management

Market analysis & Data-based decision

Project Leadership & Multi-functional teams' management

Portuguese & English fluency & Spanish basics