



LUIZ CATASTRA

MARKETING DIRECTOR

PROFILE

Business Manager and Bachelor in Communications with 18+ years of professional experience in marketing, marketing strategies and analysis, brand positioning. Experience with products benchmarking, strategies for launching new products, sales, events and social media.

DETAILS

Mafra, Lisbon - Portugal

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@luizcatastra

SKILLS

•••• Marketing Management

•••• Sales and Market Analysis

•••• Project Management

•••• Software and App Development

•••• Leadership and Teamwork

•••• Marketing Strategy

ACHIEVEMENTS

Entrepreneur Resilience Award 2021 - EBF

Award Winner - Innovative Project IAPMEI - 2020

Winner Startup VCH IAPMEI - 2018

Areas of Expertise

- Marketing Planning, analysis and strategies.
- Branding, Events and Social Media.
- Business Development and Management.
- Sales and comercial area support and management.
- Startups and Scale-up.
- Web and WP Development.
- Image and Video editing for Social Media.
- Team leadership, defining strategies, evaluating skills and estimate costs and schedules.

EXPERIENCE

Marketing Director

EasyRentall Portugal Lda - Jul 2018 - Dec 2022

Head of the Marketing and Sales area, strategic planning, product marketing development. Monitoring results and quality of developed Golf tournaments and events. General supervision of sales, cost analysis and financial viability.

Responsible for Brand positioning, Social Media campaigns, and for the support for new partnerships, sponsors and associates.

Developed the digital strategy for bring to the company and grown digital bookings, adapting web services for conservative golf costumers.

KNOWLEDGE

- Photoshop / Lightroom
- Premiere / Imovie
- Ecommerce Admin
- Social Media Marketing
- WP Development
- Google Ads

EDUCATION

- Bachelor Degree Marketing and Advertisement - 2004

LANGUAGES

- Portuguese and English

CERTIFICATIONS

- Digital Marketing - IAB EUROPE TOU - Google YQN
- French Language in Tourism for Golf Hotels and Events - Area T1 - Lisbon - AERLIS
- Product Development, Asia Marketing and Sales - China
- Workshop Certificate - Growing Digital Markets , Dubai

Marketing Manager Contract

CTA Comunicação e Marketing - Jan 2010 - Dec 2017

Fully management of communication and marketing, strategic planning, product marketing development. Responsible for leading the creation of new solutions in mobile and social media. Monitoring results and quality of developed products and its web applications. General supervision of sales, cost analysis and financial viability.

Marketing and Sales Manager

Farto Gestão Financeira Ltda - Jan 2012 - Dec 2016

Management of communication and marketing, strategic planning, financial and marketing services development. Responsible for leading the creation of new tools for management of financial and commercial portfolios. Monitoring results and customer service quality. General supervision of sales, cost analysis and financial viability. Management and consulting of financial customers portfolio, market analysis and flow of credit for prepayment of receivables. Credit control of industries and its fomenting. Solid knowledge in financial trading and judicial recoveries, anticipation of future credit and preliminary analysis of legal entity and corporate structure.

Sales, Marketing and Planning Manager

Copalco Industrial Ltda - Jan 2005 - Jun 2009

Management of planning, marketing and sales. Development and monitoring of business strategies and activities of the company with autonomy and decisiveness. Management of sales representatives in Brazil, creation and development of advertisements for magazines and digital media. Events coordination, monitoring of results and quality of service.

Marketing and Communication Trainee / Analyst

BSH Home Appliances Group - Jan 2003 - Dec 2004

Communication on points of sales, marketing strategies, brand positioning, benchmarking, events, strategies for launching new products, interaction and development of marketing/sales, direct support to the commercial area. Technical training and motivation to merchandising and promoting teams (POS, Fairs and Events), brainstorming techniques, analysis of results and profitability aiming for portfolio improvements. Development and sales organization conventions.