

RITA MONTEZUMA

Marketing Specialist

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SUMMARY

Digital marketing professional with over **6** years of experience, specializing in PPC, Performance Marketing, Social Media Management, WordPress, Google Ads, and Meta Ads.

I began my marketing career in 2019 and have since developed a robust skill set.

Currently, I am a **Channel Marketing at Microsoft**, collaborating with retail Worten and Fnac. I am a Certified APPM Marketer Professional, E-goï Affiliate and Advanced Certified, and a Meta Certified Digital Marketing Associate.

<https://www.linkedin.com/in/ritamontezuma/>

EXPERIENCE

Channel Marketing Manager

Microsoft (External by Axians)

📅 03/2024 📍 Remote

IT Company

- Responsible for the retail comm plans of Windows, Surface, M365 at Worten & FNAC Portugal
- Foster strong relationships with retail partners, Field Team ensuring effective communication and collaboration.
- Monitor campaign performance, track KPIs, and optimize marketing efforts.

Performance Marketing Specialist

Inokem Biotech Solutions

📅 2022 - Present 📍 Lisbon, Alverca

Biotech Company

- Increased marketing revenue by 40%
- Created more than 50 meta ads and Google Ads campaigns
- Global management of digital campaigns
- Creation of statistical reports related to the data
- Implement, manage and optimize Facebook, Instagram, Google campaigns.
- Implementation of SEO in ads, link building

Digital Media Manager

Boutique dos Relógios

📅 2023 - 2024 📍 Lisbon

Watches and jewelry

- Coordination with agency And supervision of the implementation of campaigns in the following channels: Push channels (Programmatic, Display, Affiliates, Social Media, etc);
- Measuring and optimizing the performance/ROI of Social Media Campaigns (Facebook, Instagram, LinkedIn, TikTok), Google Ads (SEM, Display, Video), Platforms

LANGUAGES

English

Level B2



French

Intermediate



EDUCATION

Intensive Digital Marketing Course

Escola de Marketing Digital

📅 01/2023 - 03/2023

Postgraduate Diploma in Marketing

Universidade de Coimbra

📅 2014 - 2016

Master Municipal Cultural Policy

Universidade de Coimbra

📅 2010 - 2012

Degree in International Relations

Universidade de Coimbra

📅 2007 - 2010

CERTIFICATION

First Certificate of English B2

Cambridge International Education

Meta Certified Digital Marketing Associate

Meta

E-goï Partner Certified Advanced

E-goï

Google Ads Search, Display Analytics Certification

Google

Microsoft 365 Accreditation 2023-2024

Microsoft

EXPERIENCE

Digital Manager (External)

Danone Nutricia Portugal

📅 2022 - 2022 📍 Lisbon, Portugal

Specialized Nutrition

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising.
- Coordinate with advertising and media experts to improve marketing results.

Marketing Performance Specialist

Trillium Interactive

📅 2021 - 2022 📍 Lisboa

Marketing Agency

- Integration of new campaigns and managing existing ones maintaining and increasing a healthy profitability performance;
- Launch of Google Ads, Facebook, and Instagram Campaigns
- Manage multiple tasks related to reports, campaign updates, campaign analysis
- Identify and develop strategies of the client's needs, objectives, and challenges.
- Track and report on key performance indicators of media activity (Data Studio)
- Ensure budget is spent across performance channels efficiently.

Media Analyst

Cision

📅 2016 - 2020 📍 Coimbra, Portugal

Cision is the leading global provider of Earned Media Management software and insights to public relations and marketing communications professionals.

- Researching and analyzing relevant print, online broadcast, and social media coverage regarding clients. As well as competitors in the same field or industry.
 - Analyzing online marketing data to provide insight, into the performance, of client marketing campaigns, and identify opportunities to improve performance
 - Contributing to the departments overall capabilities and understanding media and communications channels;
 - Carry out general quantitative and qualitative research to produce media evaluation reports, used to improve the effectiveness of marketing campaigns.
- Reading and analyzing articles for different clients
- Analyzing campaign performance and research results using a variety of IT tools.

CERTIFICATION

Copilot+ PC Expert Class

Microsoft

SKILLS

Hard Skills

Google Adwords

meta ADS

Search Engine Optimization

e-goi

Social Media

MS office

Canva

Google Data Studio

Meta Business

Wordpress

Data Analysis

Google Analytics

Soft Skills

Curiosity

Social & Communication Skills

Comfortable with Technology

Adaptability

Willingness to Listen and Learn

Ability to Multitask and work with Teams

PUBLICATIONS

Um marketer não é um canivete suíço

Revista Marketeer

Rita Montezuma

📅 2023

🔗 <https://marketeer.sapo.pt/um-marketer-nao-e-um-canivete-suico/>

Publication Description

O marketer de performance em Portugal

Revista Marketeer

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📅 2023

🔗 <https://marketeer.sapo.pt/o-marketer-de-performance-em-portugal/>

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