# **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-goi 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)**

- **a** 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** 

苗 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

<b>English</b> Level B2		

French Intermediate

# **EDUCATION**

Intensive Digital Marketing Course **Escola de Marketing Digital m** 01/2023 - 03/2023

Postgraduate Diploma in Marketing Universidade de Coimbra **#** 2014 - 2016

Master Municipal Cultural Policy

Universidade de Coimbra

**a** 2010 - 2012

#### Degree in International Relations

Universidade de Coimbra

**a** 2007 - 2010

# CERTIFICATION

# **First Certificate of English B2**

Cambridge International Education

**Meta Certified Digital Marketing Associate** 

Meta

E-goi Partner Certified Advanced E-goi

**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

苗 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

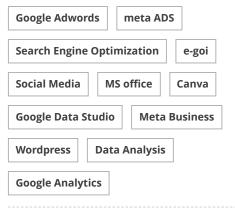
Analyzing campaign performance and research results using a variety of IT tools.

# CERTIFICATION

Copilot+ PC Expert Class Microsoft

SKILLS

# Hard Skills



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

苗 2023

https://marketeer.sapo.pt/um-marketer-nao-e-umcanivete-suico/

Publication Description

O marketer de performance em Portugal

#### Revista Marketeer

Rita Montezuma

- **ä** 2023
- https://marketeer.sapo.pt/o-marketer-de-

performance-em-portugal/ Publication Description