

# INES CUNHA

+351969627215 | ines.cunha77@gmail.com |

## Digital Account

Assignment in digital Marketing, channel and campaign Management

**Solutions-focused, meticulous and result-oriented professional with 1year of a successful career in Digital advertising**

- Associated with OmnicomMediaGroup International agency as a Digital Account, involved in activities related to Digital Marketing, Campaign Management, Brand Management and Channel Management
- Proven track record of excellence with sound exposure to Google AdWords Platform
- Successfully designed launched various Campaigns
- An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms.
- Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning

## Core competencies

Campaign Management, Social Media Management, Brand Management, Channel Management, Video Advertising

## Professional Experience

**Digital Account, Apr 15 to Apr 16 – Omnicom Media Group (Media Agency) Portugal**

Responsible for the development and management of digital marketing programs.

### Responsibilities

- ✓ Translating clients' goals and objectives into actionable and measurable digital marketing programs.
- ✓ Delivering multichannel campaigns across e-mail, web, mobile, and social media. Identifying key areas for improvement.
- ✓ Setting up campaigns on Face book: Page Likes, Page Post Engagement, Canvas, Video Views, App Install, App Engagement, Website clicks, Carousel Website Clicks, Events and Conversions, all of them using either Auction or Reach and Frequency cost attribution model.
- ✓ Setting up campaigns on Google Ad words Platform, such as True View Campaigns, GSP (Gmail) campaigns, Pre-Roll Campaigns, Standard Media campaigns for Google Display Network, Google Ad words Campaign.
- ✓ Setting up campaigns on Instagram such as Video Views, Post Engagement, Website Clicks, and Carousel Website Clicks
- ✓ Managing social media accounts for several national and international brands
- ✓ Providing support to other production team members.
- ✓ Managing Google Ad Words campaigns.
- ✓ Defining campaign goals.
- ✓ Monitoring social media channels for trends and opportunities.
- ✓ Conducting keyword research.
- ✓ Using trafficking programs such as Doubleclick and Sizmek
- ✓ Making recommendations to senior management.

## Scholastics

**NOVA SCHOOL OF BUSINESS & ECONOMICS** – Lisbon, Portugal 2015

(#48 em FT rankings (2014))

Masters in Management with Major in Marketing

**UNIVERSITY OF AVERIO**- Aveiro-2013

Bachelors in Management – including “Erasmus Program” for one semester in **Budapest Business School**

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## Computer skills

- ✓ Knowledge of MS Office, SPSS, Google Platforms, Hootsuite and Social media
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## Certification

- ✓ **Google Adwords certified** – Google Partner
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## Languages

- ✓ Portuguese-Native
- ✓ English-Advanced
- ✓ Spanish-Beginner

## CERTIFICATE OF SERVICE

OmnicomMediaGroup

To Whom It May Concern:

OMG Portugal confirms that Ms. Inês da Cunha Madanelo worked in our company from 13/04/2015 till 12/04/2016 as a Digital Account and she always was responsible and competent in her job.

Carnaxide, April 12, 2016

**OMGPortugal**

NIF 504 967 541  
Av. do Forte, nº6  
Edifício Ramazzotti  
piso 3, Sala 2.02  
2790 - 072 CARNAXIDE

Francisco Palma Leal Castelino e Alvim  
(CFO)