

# Rute da Silva Brito

Marketing Strategist, Writer & Entrepreneur

From Lisbon, Portugal  
7+ years work experience  
Based in Dubai, UAE



## Contact Info

E: info@rutesilvabrito.com • M: +971 (0)52 939 11 74 • W: www.rutesilvabrito.com

## Executive Summary

Marketing strategist with an *entrepreneurial mindset* who's been consistently starting new projects in multiple industries (or setting new strategic directions for old ones).

**Launched a pioneer project in Europe: the Live Beach.** A \$4 million investment, this artificial beach developed on Portugal's countryside required *leadership ability* beyond the traditional marketing scope. Located in a small town of 20.000 residents, The Live Beach reached 300.000+ visitors in just 3 months.

Creativity, lifelong learning and accountability are in the professional DNA.

Areas of expertise: Strategy, Innovation, Customer Experience, Event Management, *Tribal Marketing*.

## Professional Experience

TELEPERFORMANCE • Lisbon • 2013

Worldwide leader in Multichannel Customer Experience, operating 270 Contact Centers in 46 countries.

### Internal Marketing Manager

Reporting directly to the CEO, had the mission of keeping +3.500 employees motivated, resulting in a better experience for the final client and lower turnover. Restructured the department and developed an internal brand, following a tribal marketing strategy, to maximize company-employee engagement.

#### Main Responsibilities:

- \_ Annual marketing plan and implementation of activities proposed
- \_ Internal communication, sponsorship projects, PR & media relations
- \_ Planning of corporate and brand events
- \_ Digital Marketing strategy
- \_ Relationship building and enforcing the corporate culture in a multi-lingual environment

LIVE IT WELL EVENTS • Lisbon • 2010 – 2012

Events Management & Hospitality company, developer of Europe's biggest artificial beach.

### Marketing Director

Reporting to the Managing Partner, was involved in all major company decisions. Was hired to reposition the company with an innovation-based strategy and develop the Live Beach project.

- \_ Managed a team with 5 direct reports and 80 staff.
- \_ Negotiated over \$200.000 in sponsorship deals with major FMCG brands.
- \_ Launched a new brand and raised awareness with a PR strategy, resulting in a ROI of over \$1 million.

#### Main responsibilities:

- \_ Annual marketing plan (P&L)
- \_ Brand development, ad campaigns, media planning, digital strategy and PR
- \_ Action plans for 100+ events
- \_ Negotiation with sponsors, partners, suppliers and government officials
- \_ LiveBeach line-up (daily events during the summer)
- \_ Project manager of Slamball (American action sport)
- \_ In charge of several international sports event

SONAE SIERRA • Lisbon • 2008 – 2009

International Shopping Center Specialist operating 85 Shopping Centers in 12 countries

### **Mall Activation Associate**

Launched specialty leasing in the Portuguese market under the brand concept “Shop Spot” and by generating \$1 million revenue, doubled the target income in less than a year.

#### Main responsibilities:

- \_ National implementation and leasing of Shop Spots (more than 80 units in 19 shopping malls);
- \_ Branding strategy and communication plan for the Shop Spot concept;
- \_ Temporary letting (b2b negotiation);
- \_ Sponsorship and Strategic Partnerships management with focus on mall income;
- \_ Account management and business development

H2T: WWW.H2TUGA.NET • Lisbon • 2006 - 2008

Leading news website specialized in urban lifestyle and Hip Hop culture

### **Marketing Manager**

After two years as a journalist, took over the marketing of h2t, a web-based project that boosted the growth of the Hip Hop scene in Portugal. Developed a tribal marketing strategy (a new concept at the time) and created a real community, working very closely with the target audience and the artists.

#### Main Responsibilities:

- \_ Event Management (concerts, festivals, art exhibitions and dance competitions)
- \_ Content management and selling of ad space
- \_ Partnership and sponsorship deals
- \_ Digital marketing

## Education

SCHOOL OF COMMUNICATION AND MEDIA STUDIES • Lisbon • [www.escs.ipl.pt/en](http://www.escs.ipl.pt/en)

### **Bachelor degree in Marketing and Advertising**

Relevant Coursework: Business Management, Strategic Marketing, Copywriting, Market Research, PR, Communication, Product Management, Pricing, Economics, CRM, Consumer Behavior, Digital Marketing.

### **Other coursework / MOOC's** (Massive open courses):

- \_ *Think Again: How to Reason and Argue* • Duke University
- \_ *Creativity, Innovation and Change* • The Pennsylvania State University
- \_ *Foundations of Business Strategy* • University of Virginia
- \_ *Developing Innovative Ideas for New Companies* • University of Maryland

## Skills

### **Language Skills**

- \_ Portuguese: native speaker
- \_ English: bilingual level
- \_ French: limited working proficiency
- \_ Spanish: limited working proficiency

### **IT Skills**

- \_ MS Office & MS PROJECT
- \_ Digital marketing and social media platforms
- \_ Basic Adobe Photoshop skills;
- \_ Macintosh user;

### **Other Relevant Skills**

- \_ *Leadership* ability (successfully managed several projects leading teams along the way)
- \_ Good communicator with *presentation skills* (Keynote speaker at events, official spokesperson)
- \_ Thrives in multicultural companies (previous international work environments)