

PAULO MIGUEL

MARKETING MANAGER

CONTACT

+353 (0) 833 268 398

paulomaia miguel@gmail.com

2 Bayside Crescent, Dublin

www.pmiguelmarketing.com

EDUCATION

2012 - 2015

ISCET - PORTO, PORTUGAL

- Bachelour in Marketing and Communication

SKILLS

- Strategic Campaign Development & Execution
- SEO & SEM Optimization for Maximum Reach
- Content Marketing & Audience Engagement Strategies
- Social Media Advertising & Paid Campaigns
- Data Analysis & Insights via Google Analytics
- Brand Management & Activation Strategies
- Marketing Automation & CRM Tools Proficiency
- KPI Tracking & Performance Optimization

LANGUAGES

- English (Fluent)
- Portuguese (Fluent)

PROFILE

Dynamic and results-oriented Digital Marketing Professional with over 8 years of experience driving growth through strategic planning, data analytics, and content marketing across diverse sectors. Proven track record in lead generation, maximizing ROI, and enhancing audience engagement through data-driven insights and innovative strategies. Skilled in marketing automation, SEO, SEM, and performance tracking tools, with a strong ability to deliver high-impact campaigns that drive business success. Adept at leading cross-functional teams to meet key objectives, optimize efficiency, and elevate brand presence.

WORK EXPERIENCE

Nobox HR Outsourcing Solutions

Marketing and Analytics Manager

Jul 2022 - Present

- Developed integrated marketing campaigns, increasing lead generation by 30% through data-driven insights and targeted segmentation.
- Introduced advanced analytics tools (e.g., Google Tag Manager, SEMrush), improving data accuracy by 25% for precise targeting and tracking.
- Optimized recruitment marketing strategies, enhancing candidate quality by 20% and reducing cost-per-hire by 15%.
- Designed new KPI metrics, improving performance tracking by 25%.
- Implemented marketing automation tools (HubSpot, Marketo), streamlining workflows and improving deployment efficiency by 30%.

Recruitment Manager

Dec 2021 - Jun 2022

- Enhanced recruitment procedures, increasing candidate retention by 12%.
- Supervised recruitment teams, ensuring hiring targets were consistently achieved.
- Secured contracts with five new clients through effective resource fulfilment and strategic recruitment marketing.

Talent Acquisition and Marketing Supervisor

Sep 2020 - Nov 2021

- Led a team executing innovative recruitment activities, improving candidate sourcing efficiency by 18%.
- Developed and administered recruitment programs that reduced overall hiring costs by 10%.
- Analysed recruitment data to identify trends and gaps, contributing to the development of more effective recruiting strategies.

Digital Marketing Executive

May 2019 - Aug 2020

- Managed and optimized job boards, increasing candidate engagement by 20%.
- Developed content strategies that boosted lead generation by 25% and engagement by 15%.
- Improved SEO performance by 30%, driving significant increases in organic traffic.
- Expanded social media reach by 40%, contributing to brand visibility and engagement.

VOLUNTEERING

Jan 2016 - Aug 2016

ASCOT HOUSE

- Receptionist

Oct 2014 - Dec 2014

CEDOFEITA VIVA

- Event Coordinator

Jun 2014 - Jul 2014

BOAVISTA F. C.

- Event Coordinator

WORK EXPERIENCE

AEM Maia

Marketing Manager

Nov 2018 - Apr 2019

- Spearheaded marketing initiatives that led to a 15% increase in brand awareness.
- Collaborated with cross-functional teams to launch new product lines and marketing campaigns.

Covet Group

Sales and Marketing Executive

Sep 2016 - Sep 2018

Exponor

Marketing Assistant

Mar 2015 - Dec 2015

TOOLS & PLATFORMS

- **Graphic Design and Video Editing**
 - Adobe Creative Suite, Canva, AI Tools
- **Applicant Tracking Systems and CRM**
 - Amris, Bullhorn, Manatal, Workable, Salesforce
- **Website development**
 - WordPress, Squarespace, Wix
- **Day to Day**
 - Google Workspace, Microsoft Office
- **Marketing**
 - Google Ads, Facebook Ads, LinkedIn Ads, HubSpot, Marketo, Mailchimp

PORTFOLIO



- [Click here](#)