



joana feliciano

MARKETING & COMMUNICATION + ENTREPRENEURSHIP = RESULTS



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I AM A **DREAMER-WHO-PRACTICE.**

BASED ON MY LIFE EXPERIENCE I CONSIDER MYSELF AN INTRAPRENEUR, FULL STACK MARKETER AND COMMUNICATOR WITH BROAD EXPERTISE IN MARKETING, COMMUNICATION, SOCIAL RESPONSIBILITY AND ENTREPRENEURSHIP. SOMEONE WHO HAS HEART AND BRAIN ALIGNED WITH HER LIFE MISSION:

EMPOWER PEOPLE AND ORGANISATIONS.

PROFESSIONAL BACKGROUND

EUROPE | NORTH AMERICA | AFRICA



LIFE EXPERIENCE

EUROPE | AFRICA | MIDDLE EAST

- FOUNDER AND MENTOR OF SOCIAL ENTREPRENEURSHIP PROJECTS AND OF A NON PROFIT ORGANIZATION
- TEAM & PROJECT COORDINATION AND INTERNATIONAL REPRESENTATION
- VOLUNTEERING & ASSOCIATIVE ACTIVISM



EDUCATION

MASTER'S DEGREE
ISEG, Portugal
Marketing
2016-2018

POSTGRADUATE STUDIES
IDFE, ISEG, Portugal
Marketing Management,
Communication and Multimedia
2015-2016

ERASMUS
Fatih University, Turkey
International Affairs
2011-2012

ISCSP BACHELOR OF SCIENCE
ISCSP, University of Lisbon, Portugal
International Relations
2009-2012

INTENSIVE COURSES

Universidade Católica, Portugal
Advanced specialization in Positive Psychology and Logotherapy
2022

APAN, Portugal
Google Ads
2021

LISBON DIGITAL SCHOOL
Lisbon Digital School, Portugal
B2B Marketing Digital
2020

Google, Portugal
In-person Marketing Digital Atelier
2019

European Parliament, Belgium
European Negotiation
2015

OTHER COURSES

- Press and digital journalism
- Social Entrepreneurship & Project Management
- Organization and management of events
- Training of trainers (TCP)
- Coaching & Leadership
- Positive Psychology - University of Pennsylvania
- Programming, Data Analysis, Web Development (Ruby) and Design - Le Wagon & CMLisbon
- Impact and implementation of social entrepreneurship projects - IES
2013-2022

SKILLS

TEAM AND PROJECT LEADERSHIP / MANAGEMENT	NETWORKING CREATIVITY	MICROSOFT TOOLS Outlook, Excel, PowerPoint, Word, Teams, OneNote, Sharepoint	INBOUND & OUTBOUND MARKETING Content creation with SEO techniques - lead magnets, blogging, research; Email marketing; Direct mailing; Traditional Advertising - ads in newspapers, magazines, radio, television, billboards, and other	EMAIL MARKETING Mailchimp, E-goi, Salesforce Marketing Cloud	SOCIAL MEDIA MANAGEMENT Facebook, Instagram, LinkedIn, X (former Twitter), Snapchat, TikTok, Pinterest, You Tube
COMMUNICATION - INTERNAL & EXTERNAL SPOKESPERSON	EMPATHY SELF MOTIVATION	CONTENT MANAGEMENT SYSTEM Wordpress, Wix, Google Sites, Shopify	PUBLIC RELATIONS AND MEDIA RELATIONS Strategic positioning with the creation and impact monitoring of press releases, statements, inquiries, and the management of media, public figures and other stakeholders.	DATA ANALYSIS Google Analytics, Meta Business Suite, SEMrush, Hootsuite, Salesforce Analytics Cloud Analytics, Mention, Cision, Media Sentiment Analysis, SR01 & ROI	PAID MEDIA & SEARCH ENGINE MARKETING Paid Search Advertising (PPC) - Google Ads; Meta - Facebook & Instagram, LinkedIn, Programmatic advertising; Display Advertising; Remarketing/Retargeting
MISSION SPIRIT DILIGENCE TIME MANAGEMENT	TEAM PLAYER RESILIENCE EMOTIONAL INTELLIGENCE	INTERNAL & EXTERNAL COMMUNICATION B2B/B2C - Fairs, webinars, summits, conferences, forums, concerts, product launches, press conferences, and fundraising events.	CUSTOMER RELATIONSHIP MANAGEMENT Mailchimp, Hubspot, Monday, Salesforce	GRAPHIC DESIGN Photoshop, Illustrator, Indesign, Canva	HTML CSS GIC NET MICROS FIDELIO ORACLE PHC SAP

LANGUAGES

Written and spoken

PT ★★★★★
EN ★★★★★
FR ★★★★★
ES ★★★★★
TR ★★★★★