

# MARIA INÊS BORBA

MARKETING AND BRAND SPECIALIST



## ABOUT ME

I am an ambitious, zestful professional who is motivated to learn and eager to take on new challenges. As a results-driven individual, I often apply creativity as an approach to problem-solving. I believe that reframing the problem can enable you to find innovative solutions for it. I am passionate about marketing strategy, branding, project management, and design thinking.

## CONTACTS



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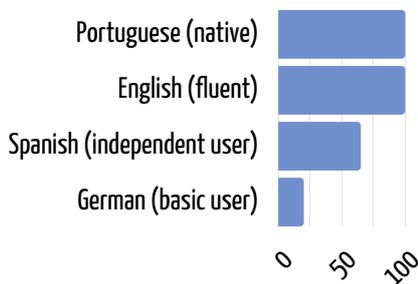


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## LANGUAGE PROFICIENCY & TRAINING



IELTS Academic | Digital Google Garage  
Inbound Marketing Certification  
Content Marketing Certification  
Website Optimization Course



## WORK EXPERIENCE

### Marketing and Communication Specialist @TERINOV - Science and Technology Park | Jan 2020 - Present

TERINOV is a technological infrastructure with skills to support different types of entities within the Azorean innovation ecosystem, with a particular focus on companies, by providing working spaces and performing spaces and performing activities of significant added value. As a Marketing and Communication Specialist, I manage internal communications among the startups and scale-ups within the park and promote the events and activities organized within this thriving ecosystem. My responsibilities also include ensuring communications consistency among different stakeholders and communicate TERINOV's brand values to these same stakeholders. Furthermore, I make use of my marketing expertise and 'know-how' by supporting companies developing and implementing marketing intelligence activities capable of driving marketing success and achieve their business goals.

### Local Organizing Committee of the 27th APDR Congress "Sustainable Management of the Sea for Sustainable Regional Development" | Jan 2020 - Sep 2020

The LOC primary responsibilities are all on-site arrangements and logistics before, during, and after the event. I was responsible for organizing registration and other administrative details, including guidance and signs at the conference venue. Moreover, I was in charge of setting up the registration area, the main auditorium, and the meeting rooms with audio-visual equipment and multimedia projectors to ensure the event ran smoothly.

### Marketing and Event Management Intern @As Nossas Quintas - Cáritas Ilha Terceira | Jul 2018 -Aug 2018 (Summer Internship)

'As Nossas Quintas' is a social enterprise that strives to improve quality of life, reduce social isolation and increase the autonomy of young people in situations of greater vulnerability - by promoting their ideas, projects, and actions. 'As Nossas Quintas' works at the heart of the Azorean community, creating long-lasting and real change through education, community support, and entrepreneurship. My responsibilities during this summer internship included:

- Developing a marketing plan for the upcoming year, providing a detailed scenario of both the organization's current position and its business goals.
- Optimising the organization's website and generating organic traffic-driving SEO content.
- Managing the organization's social media presence in order to promote 'As Nossas Quintas' mission and offerings, as well as improving customer experience.
- Creating a packaging design brief for new packaging.
- Creating marketing plans for events and promoting those events through several communication channels, on both traditional and digital media channels.

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## **Retail Sales Associate and Assistant @Inditex Group | Jan 2018 - Jul 2018**

During my time in the fashion retail industry, I performed a range of duties that were part of my job description as a retail sales associate and a retail sales assistant, such as:

- Achieving established goals and increasing in-store sales.
- Managing point-of-sale processes, operating cash registers, managing financial transactions, and balancing drawer.
- Maintaining an orderly appearance throughout the sales floor.
- Providing outstanding customer service by catering to customers' needs and wants, while showing superior product knowledge.

## **Marketing intern @YouClap. Clapware | Feb 2017 - Nov 2017**

Throughout my internship at Clapware, I had the opportunity to proactively contribute to the creation and development of the brand YouClap. YouClap is a challenged based mobile app driven by an active community that creates and participates in online challenges through videos, images, or texts. This app enables users to interact with friends, celebrities, charities, and brands. My responsibilities as a marketing intern for YouClap included:

- Performing market analysis, conducting competitor analysis, and identifying new industry trends.
- Contributing to the planning and launching of an influencer marketing campaign.
- Developing a content marketing strategy and managing YouClap's social media presence.
- Representing YouClap in several networking events and business meetings.

## **EDUCATION**

### **MSc in Marketing, with specialization in Brand Management - Merit | University of Stirling, Scotland, UK Sep 2018 - Nov 2019**

Strategic marketing requires high-level skills, critical awareness of current issues and challenges, and the ability to respond rapidly to ever-changing markets. The MSc in Marketing from Stirling Management School explored the principles, theoretical concepts, and practices of marketing. Modules have covered all aspects of marketing strategy, with a strong emphasis on the strategic planning, implementation, and evaluation of successful marketing plans.

The focus of my dissertation research project was on the challenges of creating successful brand extension strategies in third-sector organizations. Throughout this consultancy project, I had the opportunity to review the current brand strategy of the Scottish organization under study and provide solutions to the business problems identified. I had also decided to explore a range of alternatives for the organization to expand its presence into other UK markets. The final product of my research was delivered in the form of a recommendations report and a risk assessment, which identified and evaluated the possible risk factors of expansion.

### **International Marketing Management Course | Erasmus+ Program | Karlshochschule International University, Germany | Aug 2016 - Feb 2017**

During my time at Karlshochschule International University, I was enrolled in the course of International Marketing Strategy (IMA), which provided me with an interactive and creative approach to the learning of social sciences. The erasmus+ program offers students an opportunity for personal growth as it fosters their critical thinking and decision making skills. Moreover, studying in Karlshochschule's multicultural environment enabled me to further develop intercultural competencies, while becoming more globally aware and gaining a deeper understanding of other cultures.

### **BA Marketing | University of Aveiro, Portugal | Sept 2014 - Jan 2018**

The degree in marketing has provided me with a solid grounding in the basic principles of marketing, together with a strong component of management. The study plan combined general introductory modules (Accounting, Economics, Management, Law, Quantitative Methods), with a number of specialised marketing subjects (Distribution, Brands, Market Studies, Product Design, Retail and Marketing Communications).

**References available on request**