



foana feliciano

MARKETING & COMMUNICATION + ENTREPRENEURSHIP = RESULTS.



Portugal



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I AM A DREAMER-WHO-PRACTICE.

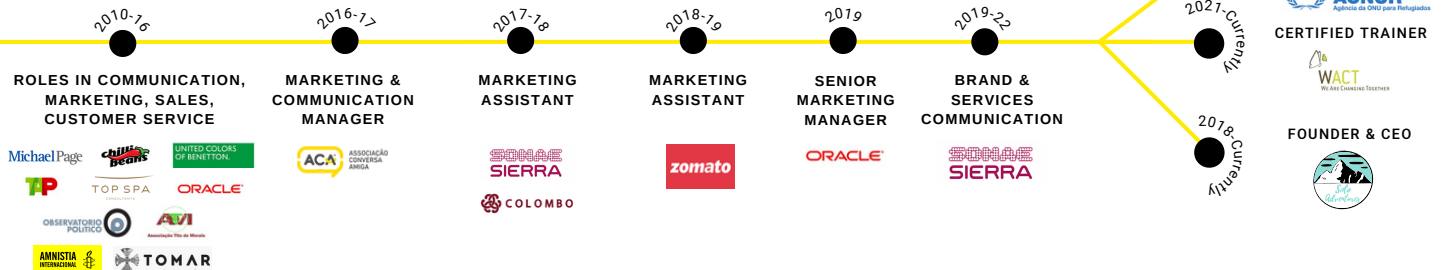
BASED ON MY LIFE EXPERIENCE I CONSIDER MYSELF AN INTRAPRENEUR,
FULL STACK MARKETER WITH BROAD EXPERTISE IN MARKETING,
COMMUNICATION, SOCIAL RESPONSIBILITY AND ENTREPRENEURSHIP.
SOMEONE WHO HAS HEART AND BRAIN ALIGNED WITH HER LIFE MISSION:

EMPOWER PEOPLE AND ORGANISATIONS.

CLICK ON THE ICONS AND LOGOS TO FIND OUT MORE

PROFESSIONAL BACKGROUND

EUROPE | NORTH AMERICA



LIFE EXPERIENCE

EUROPE | AFRICA | MIDDLE EAST

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



EDUCATION

MASTER'S DEGREE ISEG, Portugal Marketing 2016-2018	POSTGRADUATE STUDIES IDEFE, ISEG, Portugal Marketing Management, Communication and Multimedia 2015-2016	ERASMUS Fatih University, Türkiye International Affairs 2011-2012	BACHELOR OF SCIENCE ISCSP, University of Lisbon, Portugal International Relations 2009-2012
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INTENSIVE COURSES

APAN APAN, Portugal Google Ads 2021	LISBON DIGITAL SCHOOL Lisbon Digital School, Portugal B2B Marketing Digital 2020	Google Google, Portugal In-person Marketing Digital Atelier 2019	European Parliament European Parliament, Belgium European Negotiation 2015
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OTHER COURSES

- Press and digital journalism
 - Social Entrepreneurship & Project Management
 - Organization and management of events
 - Training of trainers (CCP)
 - 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
- 2013-2021

SKILLS

ORGANIZED PERSON DILIGENCE SELF MOTIVATION SPIRIT OF MISSION ●●●●●	COMMUNICATION TIME MANAGEMENT TEAM PLAYER EMPATHY ●●●●●●●●	MICROSOFT OFFICE Access, Excel Publisher, Outlook, PowerPoint, Word, Teams, OneNote ●●●●●	EMAIL MARKETING Mailchimp, E-goi ●●●●●	INBOUND & OUTBOUND MARKETING Content creation - lead magnets, blogging, research,... ●●●●●	SOCIAL MEDIA MANAGEMENT Facebook, Instagram, LinkedIn, Twitter, Snapchat, Tiktok, YouTube, Pinterest ●●●●●
CREATIVITY RESILIENCE LEADERSHIP EMOTIONAL INTELLIGENCE NETWORKING ●●●●●●●●	CONTENT MANAGEMENT SYSTEM Wordpress, Wix, Google Sites, Shopify ●●●●●	INTERNAL & EXTERNAL COMMUNICATION B2B/ B2C - Fairs, Webinars, Summits, Conferences, Forums, Concerts,... ●●●●●	DATA ANALYSIS Google Analytics, Facebook Insights, SROI & ROI ●●●●●	PAID MEDIA Google Ads, Facebook, Instagram, LinkedIn ●●●●●	SEARCH ENGINE MARKETING SEO, SMM, PPC ●●●●●
	SEARCH ENGINE MARKETING SEO, SMM, PPC ●●●●●	CUSTOMER RELATIONSHIP MANAGEMENT Mailchimp, Hubspot, Monday ●●●●●	GRAPHIC DESIGN Photoshop, Illustrator, Indesign, Canva ●●●●●	HTML CSS RUBY GIC NET MICROS FIDELIO ORACLE PHC SAP ●●●●●	

LANGUAGES

Written and spoken

PORTUGUESE ★★★★★ NATIVE	ENGLISH ★★★★★ C1	FRENCH ★★★★★ B2	SPANISH ★★★★★ A2	TURKISH ★★★★★ A1
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