



# EDUARDO ESTRELLA

OMNICHANNEL MARKETEER

duduestrella@gmail.com

+351 916541609

linkedin.com/in/eduardoestrella83

eduardoestrella83.wixsite.com/  
portfolio

## Professional Resume

Senior marketer with hands on profile and focus on results. Strong expertise in **strategic communication planning** and **digital performance marketing**.

## Goals

Marketing | Digital | Communication Manager

## Education

### Postgraduate

PBS – Porto Business School (2018/19)

Digital Marketing and Business

Score 8,7 (0 a 10)

### Postgraduate

IBMEC - Brazilian Institute of Capital Market  
(2009)

Marketing Management

Score 9,0 (0 a 10)

### Specialization

SDSU – San Diego State University (2006)

Media Management

Non-credit Program

### Graduate

PUC RJ – Pontifical Catholic University of Rio  
de Janeiro (2001/05)

Advertising and Marketing

Score 8,1 (0 a 10)

## Experience

### Digital Marketing Manager. 2018/2020

Khamomila Digital Business

Branding and digital marketing planning and execution.

Account management.

### Strategic Planning Coordinator. 2009/2018

Percepttiva Advertising Agency

Development of strategic planning for marketing campaigns,  
events, branding and social media management.

### Operations Assistant. 2007

Brazilian Olympic Committee

Operational planning for all customer services in the Pan  
American Games Rio de Janeiro.

### Media Producer. 2005/2006

Biruta Media

Planning, production and coordination of promotional  
media and guerrilla marketing.

## Additional activities

### Google certified

Digital Marketing

### Languages

Portuguese – Native

English - Advanced Level

### Volunteer work

Junior Achievement Portugal – Mentor

TEDx – Event Producer

## Skills

### Office

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### WordPress

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### Google Analytics

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### Organization

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### Creativity

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### Team work

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