

Victor Padiã | Project Manager

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Multilingual professional with a proven track record in Business development, Communications, and Management across both B2B and B2C services. Over the past decade, I have consistently helped companies achieve scale and drive impactful projects. My approach combines human-oriented management with a results-driven vision, ensuring not only satisfaction and efficiency but also assertive, measurable outcomes. Let me demonstrate you how my experience and diverse skill set can benefit your team.

Skills

Cross-functional team leading | Account management | Agile framework | Design thinking | CRM | Digital marketing | Strategic communication | Business plan | Event management | Budget planning | Sales management | UX research | Data analysis | Figma | MS office | SQL

Experiences

Event Project Manager - International PCO - Professional Congress Organizer

Live! by GL events - Strategic consulting in event's communication | 2018 - 2021 | Lyon, France

- Organization and operational management of international events from 50 up to 10,000 attendees (onsite, hybrid and virtual events - *Main clients: IATA, IEEE, AVERE, CMACGM, French government*)
- Service providers research, follow-up and negotiation
- Multicultural team leading (Up to 50 team members)
- Commercial strategies conception and Leads' prospecting
- Presentation, conception and implementing of event communication tools and marketing strategies
- Budget management and client's counselling/reporting (CRM, KPI definition, ROI analysis)

B2C Marketing Project Manager

EVS France - Nespresso Professionnel - Premium beverages distributor | 2016 | Lyon, France

- Nunshen brand B2C development manager in France
- Market data analysis (Benchmark, Internal results analysis, Google Analytics)
- Community management of Nunshen's social media (Facebook, facebook ads, instagram)
- Targeted mailings, visuals and content writing creation (French, English)
- Communication's plan and marketing strategies creation

Key Account Manager

Askme Live Marketing - Brand experience agency | 2014 - 2015 | Sao Paulo, Brazil

- Key Account Manager (Saint-Gobain Brazil Group and Maersk - representing 20% of agency's income)
- Strategic surveillance (Benchmark, store's visits, competitor's studies)
- Briefing conception and workflow management between the different agency departments
- Support promotional strategies and communication plan creation (B2B and B2C)
- Incentive campaign results analysis (Excel, google analytics)

Education

UX/UI Design (Portuguese & English)

Bootcamp (400h Intensive course) | Ironhack | 2022 | Remote

General Management Program (English)

Master's Degree | IAE School of Management | 2016 - 2018 | Lyon, France

Service's Marketing and Communication (French)

Master's Degree | IAE School of Management | 2015 - 2016 | Lyon, France

Advertising and Marketing (Portuguese)

Bachelor's Degree | Escola Superior de Propaganda e Marketing | 2010 - 2015 | Sao Paulo, Brazil

Languages

Portuguese, English and French - Fluent - Trilingual proficiency
Spanish - Advanced - Full professional proficiency