



Carlos Manuel
Ferreira Alves

Personal Skills SW's Languages

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Facebook Ads
Google Ads
CRM (Yetiforce)
E-mail Marketing
BackOffice Management
Project Management
Social Media Management
Google Analytics
Google Data Studio
Google Tag Manager
Interactive Marketing (AR/VR)
SEO
SEM

Adobe
Ai Ps Lr Id Ae Pr Au
Others:
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Experience

As a Marketeer

April 2019 - March 2020



ZOME - Nuno Branco Team
Marketing Assistant

- Responsible for Digital Strategy
- Campaign implementation and optimization (Facebook Ads and Google Ads)
- Preparation of Campaign Reports, Website and Social Networks
- Social Media Management: Content and Community Management
- Content Management for Websites
- Website and Blog Content SEO Optimization
- Cooperation in Digital Project Management

December 2018 - April 2019



Sausport - Health and Sports Equipment
Marketing Assistant

- Responsible for Digital Marketing strategy
- Campaign implementation and optimization (Facebook Ads and Google Ads)
- Preparation of Campaign Reports, Website and Social Networks
- Creation of Offline Campaigns
- Social Media Management: Content and Community Management
- Content Management for Websites
- Website and Blog Content SEO Optimization
- IT Support: Office 365 and Intranet implementation

As a Trainer

February 2020 - Currently | Part Time



ACICE - Esposende Commercial and Industrial Association
Digital Marketing Trainer - On-site and Online

June 2019 - Currently



DieApfel - Training School
Marketing Trainer - On-site and Online

February 2020 - June 2019 | Part Time



ACB - Braga Commercial Association
Informatics Trainer

After Completion of Academic Training

Other Areas

January 2009 - September 2013



Pedro Bandeira, Lda.
Public Relations

February 2010 - September 2012



Pepper Entertainment, Lda.
Public Relations

Before Completion of Academic Training

Education

2016 - 2018



Portuguese Institute of Marketing Administration
Master in Marketing Management

2013 - 2016



University of Trás-os-Montes and Alto Douro
Degree in Communication and Multimedia

Vitae Curriculum

Another Education

2012 - 2013



Polytechnic Institute of Cávado and Ave
Degree in Medical Informatics*
* The course is closed (1st year only)

2010 - 2012



Polytechnic Institute of Cávado and Ave
CET in Multimedia Product Development

2007 - 2010



Esprominho - Professional School of Minho
Technical Course in Management Informatics

Scientific Investigation

February 2020 - Conference Paper



Title: The Intention to Use E-Commerce Using Augmented Reality - The Case of IKEA Place

Publication: Springer

Authors: MSc. Carlos Alves; PhD. José Luís Reis

April 2019 - Scientific Article



Title: The Augmented Reality - Application in the Military scope and validation through the Technology Acceptance Model

Publication: RISTI - Iberian Journal of Information Systems and Technologies

Authors: PhD. José Luís Reis; MSc. Carlos Alves; PhD. Dário Carreira

September 2018 - Master's Dissertation



Title: Intention to Use E-Commerce Using Augmented Reality - The IKEA Place Case

Publication: IPAM - Portuguese Institute of Marketing Administration

Advisor: PhD. José Luís Reis

Other Projects

December 2017 - Currently



Pra Lá do Futuro
Personal Blog on Technology
and New Marketing Trends

September 2018 - Currently



Spot Magazine
Chronicler

Certificates



More About Me