# MARTA MATIAS

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## CAREER HIGHLIGHTS

- Over four years' experience in music and lifestyle marketing & campaigns, content creation & editorial, and radio & podcast production in the private and academic sectors.
- Managed social media accounts for international artists, corporate and non-profit organisations.
- Built a series of fan accounts for artists generating thousands of followers, including securing the release of an artist's debut album in Portugal following a successful online campaign.
- Developed strong networks and relationships with artists, high profile individuals and senior leaders across music and lifestyle industries.
- Earned the trust of leadership and stakeholders through showing good judgment, working within tight timeframes and budgets and delivering results.
- Built extensive portfolio, developing an artist singles and album's visual concepts and creating artwork and music videos' concepts
- Highly skilled in content creation tools as Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, Canva and in marketing tools as Mailchimp, WordPress and Google Analytics.
- Fluent in English and Portuguese, working competency in Spanish and basic competency in French and German.

## MARKETING & CAMPAIGNS

**Superglow • Marketing & Social Media Freelancer *(Apr 2021-May 2021)***

- Built a social media strategy for the creative music and lifestyle agency to drive engagement and followers.
- Created social media tools and templates that ensured brand consistency and scalability.
- Boosted engagement and followers on social media through strategic planning and an editorial calendar for content.

**Motivez • Marketing Associate *(Mar 2021-present)***

- Developed marketing and advertising social media strategies, including the planning, creative thinking and design of assets.
- In-depth research on audience needs to build solutions that scaled the reach of programmes - for example, with the launch of a Facebook Community targeted at young people in STEM, which required strong time management to grow the community in a short space of time.

**Rhodes Entertainment • Marketing Communications Officer *(Feb-Jul 2020)***

- Gained the trust of senior leaders, having been in charge of projects like Sofa Shows, assisting artists in interviews and doing representation in shows.
- Developed online marketing and advertising strategies, managed several social media accounts from different voices, and supported the press office with media planning and promotion.
- Worked closely with artists to fulfil their objectives whilst also managing expectations on timescales, resources and feasibility for projects.
- Created and executed campaigns, leading a team to deliver their first paid online festival in Portugal 'Sofa Shows' during lockdown to support small and emerging artists in the country.

**escstunis • Social media coordinator *(Sep 2019-May 2020)***

- Managed the social media team as a volunteer - assigning tasks and brainstorming new content.
- Worked in a team to improve the group's communication in online and OOH campaigns.
- Devised and delivered the idea of the first Portuguese podcast for tunas (academic music group) - Vida Boémia – managing the podcast as its first host and producer.

## CONTENT CREATION & EDITORIAL

**Divercity • Content Creator *(Feb 2021-present)***

- Created content in Canva, Illustrator and Photoshop and managed social media marketing and campaigns.
- Undertook in-depth research and analysis on the organisation's target audience to create a fun and youthful visual image for Divercity that aligned with audience preferences.
- Enhanced the visual concept of the brand's design, creating a Design Guide and Brand Toolkit.

**ViewPoints • Content Creator *(Nov 2020-present)***

- Published thought-leadership articles that provided in-depth analysis and insight on global marketing and advertising campaigns.
- Devised an article series on the #ADCountdownToChristmas, posting an analysis every day about a Christmas Advert from different companies around the world, which resulted in a substantial increase in followers for the site.

**ESCS MAGAZINE • Website editor *(Sep 2016-Mar 2018)***

- Managed a team of five people, making critical editorial decisions for website content and positioning.
- Managed and edited content on WordPress, ensuring it was visually pleasing and accessible.

## RADIO & PODCAST PRODUCTION

**Radio Observador • Radio Producer *(Jul 2019-Jan 2020)***

- Oversaw radio production, scheduling and planning for all assigned programs and live broadcasts.
- Produced programmes on a range of topics from football to politics, undertaking in-depth research to build stories and secure guests within tight timeframes.
- Built a strong and diverse network of contacts, liaising with guests for programs and ensuring they would feel comfortable going live and speaking to our hosts.

**ALERTA: Trend! Podcast • Founder *(Sep 2018-Sep 2019)***

- Founded, hosted and produced a lifestyle podcast, covering fashion, arts, restaurants, concerts and social media trends, with a variety of segments and guests on the show.
- Generated high engagement among our audience on social media platforms, by devising sharable and visually appealing content posted based on a forward planning editorial calendar.
- Built strong relationships with VIPs invited on the podcast, earning their trust by support their needs and delivering on their expectations.

**ESCS FM (University Academic Radio) • Host, Manager & Producer *(Oct 2016-Jun 2019)***

- Gained solid experience in radio broadcasting and production – hosting, planning and delivering several radio shows with different co-hosts and guests.
- Managed over 50 people from various backgrounds, as an Event Coordinator and a Communications Director, tackling problems, addressing any team conflicts, and ensuring they delivered under tough time pressures.
- Managed the organisation's events, delivering results within the right budgets and timeframes.
- Organised a series of workshops and events to upskill the team on preparing and directing programmes
- Produced social media content on Instagram and Facebook that boosted engagement and followers.

## PROJECT & EVENT MANAGEMENT

**University of Greenwich • Programme Representative *(Oct 2020-present)***

- Represented over 60 Masters Programme participants as their liaison with faculty, ensuring any issues regarding their health, wellbeing and academic performance were addressed.
- Developed strong communication skills as the bridge between students, course representatives, lecturers and the University, managing conflict as a facilitator.

**AE ESCS Student's Union • Human Resources Coordinator *(Jan 2017-Jan 2018)***

- Strategic planning and organisation of team building events for about 50 people, including scheduling, venue booking, activity planning and budget management.
- Responsible for the hiring process, making tough decisions and thinking critically about how to create the best team for the Students Union.
- Problem-solving and conflict management within the team members.

**ECB SOLIDÁRIO • Mentor and coordinator of a young Volunteer group *(Sep 2015-Jun 2016)***

- Weekly coordination between the projects and the team.
- Event Management and planning of lectures and events for our target audience.

## EDUCATION/QUALIFICATIONS

YellowBrick Music Industry Essentials @ NYU TISCH + Billboard (2021-present)
MA Strategic Advertising and Marketing Communications @ University of Greenwich (2020-present)
BA Journalism @ School of Communication and Media Studies (2016-2019)