

Maria Coutinho, ACIM

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PERSONAL PROFILE

Creative and results-driven Marketing Specialist with nearly ten years of experience delivering brand and digital strategies. Skilled in social media, content creation, and analytics, with a strong track record of improving visibility and engagement for diverse clients. Multilingual communicator fluent in English, Portuguese, and Spanish.

CAREER HIGHLIGHTS

- Managed end-to-end marketing for up to 6 SME clients concurrently across professional services, IT/MSP, trades, healthcare, hospitality and ecommerce.
- Delivered email marketing across HubSpot and ESPs, typically achieving 20–25% open rates and 1–2% CTR across the client portfolio.
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- Built and optimised 3–5 automation workflows and nurture sequences, plus 6–10 landing pages and conversion-focused websites (WordPress/Elementor).
- Optimised 11–20 pages/posts per month using SEO best practice (SEMrush/Ahrefs) and supported paid media across Meta, Google, Microsoft Ads, LinkedIn and TikTok with tracking via GTM and Meta Pixel.

CAREER HISTORY

SmartPA, Marketing Consultant (Franchisee), 2020 – 2025

Provided end-to-end marketing support for SME clients across multiple sectors, from strategy to execution and reporting.

Responsibilities:

- Planned and executed multi-channel campaigns across content, social, SEO and email/CRM.
- Set up and maintained measurement and tracking (GA/GTM, Meta Pixel, UTMs) to improve reporting accuracy.
- Delivered website and landing page builds/optimisation (WordPress/Elementor) to support conversion and enquiry capture.
- Optimised content and on-page SEO using SEMrush/Ahrefs and performance insights.

Achievements:

- Managed a portfolio of up to 6 SME clients concurrently across professional services, IT/MSP, trades, healthcare, hospitality and ecommerce.
- Delivered 5–8 email campaigns/newsletters per month, typically achieving 20–25% open rates and 1–2% CTR across the client portfolio.
- Built and optimised 3–5 automation workflows/nurture sequences and improved 6–10 landing pages or websites to strengthen lead capture and follow.

Minitec LDA, Sales and Operations Manager, 2017 - 2019 (Lisbon, Portugal)

Managed operations and client relationships, supporting service delivery and cross-functional coordination.

Responsibilities:

- Managed day-to-day operations and client relationships, ensuring service delivery and issue resolution.

- Coordinated cross-functional workflows to improve operational efficiency and support business growth.
- Produced client communications and proposals, supporting retention and ongoing commercial relationships.

Angolan Embassy, Marketing and Communications Intern, 2014 - 2016 (Lisbon, Portugal)

Supported communications and cultural event promotion across channels.

Responsibilities:

- Supported cultural events through coordination, stakeholder liaison and communications planning.
- Assisted with press materials and promotional activity across channels, maintaining consistent messaging.
- Contributed to content preparation and community engagement initiatives.

The Insider Magazine (Volunteering), Editor, 2012 – Present

Lead editor for an online music and culture magazine; coordinate contributors and maintain editorial quality.

Key contributions:

- Review submissions, edit and publish original content, maintaining quality standards and tone of voice.
- Coordinate writers and publishing workflow to deliver consistent content cadence.
- Sustain long-term community engagement through editorial planning and delivery.

KEY SKILLS

<ul style="list-style-type: none"> • Digital marketing strategy and campaign planning • SEO (SEMrush/Ahrefs) and content optimisation • Email marketing and automation (HubSpot, Zoho; Mailchimp/Omnisend/Brevo) 	<ul style="list-style-type: none"> • Paid media support (Meta, Google, Microsoft Ads, LinkedIn, TikTok) • Analytics and tracking (Google Analytics, GTM, Meta Pixel, UTM) • Website and landing page optimisation (WordPress, Elementor, Wix) 	<ul style="list-style-type: none"> • Reporting and performance optimisation • Project and stakeholder management (Monday.com, Wrike, Trello; Zapier, Manychat)
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EDUCATION AND TRAINING

- Associated Member, Chartered Institute of Marketing (ACIM)
- GDPR Certification (2023)
- CPD: Marketing and Digital Marketing (New Skills Academy, Hubspot, LinkedIn Learning, SEMrush Academy, Lincoln College)
- Postgraduate Diploma in Marketing, FCSH-UNL, Universidade Nova de Lisboa (2015)
- BA in Political Science and International Affairs, FCSH-UNL, Universidade Nova de Lisboa (2014)
- Languages: English (Fluent), Portuguese (Native), Spanish (Proficient)