

+49 15254523144

iamandreiasilva@gmail.com

www.iamandreiasilva.com

Monchengladbach, Germany

ANDREIA SILVA

Marketing Specialist

ABOUT ME

Ambitious marketing professional with 11+ years of experience in digital branding, performance, and retention marketing within multichannel premium retail environments. Proven track record in managing multi-£m marketing budgets for maximum ROI. Experienced in international strategy, cross-market liaison, and team leadership. MA in Advertising and Marketing Communications and ACIM qualified with a BA in Media Communications. Experience on both client and agency side.

EDUCATION

MA Advertising & Marketing Communications (Merit)

Bournemouth University
2010 - 2011

CIM Diploma in Marketing

Chartered Institute of Marketing
2008 - 2009

BA Media Communications (2:1)

Universidade de Aveiro, Portugal
2003 - 2007

EXPERTISE

Marketing Strategy, Campaign Management, Branding, Social Media Email Marketing, Creative Initiatives Retail Marketing, SEO, Paid Advertising Content Marketing, Affiliate Marketing, Marketplaces, eCommerce, CRM Influencer Marketing

LANGUAGE

English
Portuguese

Experience

- Oct 2022 - Present
Adidas | Freelance | Remote
Global Retail & Digital Marketing Manager - Stella McCartney
Global Retail Marketing Manager - Running (9 months contract)
- Mar 2021 - Present
iamandreiasilva | Freelancer
Founder | Marketing Consultant
Services: Brand & Marketing Strategy, Management & Consultancy
- Sep 2021 - Oct 2022
Mantaro Partners | Germany | Remote
Brand Manager
- Feb 2020 - Mar 2021
Texture | London | Remote
Account Director
 - Managed and developed premium & luxury retail client accounts.
 - Delivered high-quality integrated digital projects.
 - Achieved financial targets for the accounts.
 - Oversaw and led teams in delivering creative work on retained, project, and new business.
 - Assisted in developing Texture's internal brand culture & business growth plan.
- Mar 2015 - Sep 2019
Links of London | London
Senior Digital Marketing Manager
 - Led digital media & CRM omni-channel marketing strategy.
 - Managed fully integrated campaigns for awareness, acquisition, and retention.
 - Ensured brand consistency across various marketing touch-points.
 - Assisted in re-platform projects to SFCC and technological enhancements.
 - Led marketing initiatives for site optimization and acquisition support.
 - Managed digital team, 3rd party agencies, and budgets.
 - Fully responsible for e-commerce revenue stream and P&L responsibilities.
 - Progression: Online acquisition Manager (Apr 2014 - May 2015), Digital Marketing Manager (May 2015 - Mar 2018)
- Jul 2013 - Feb 2014
Selfridges | London
Assistant Acquisition Manager
- Apr 2012 - Jun 2013
Waterstones | London
Online Marketing Coordinator
- Oct 2011 - Mar 2012
Linkedin | London
International Account Planner