

ELSA GONÇALVES

AUGUST 2024

PORTFOLIO OF STRATEGIC MARKETING & EVENT EXCELLENCE

*Transforming Hospitality &
Gastronomy*



ABOUT ME

As a seasoned professional with a strong background in hospitality, gastronomy, and marketing consulting, I have dedicated my career to enhancing customer experiences and driving business growth in the hospitality industry. My expertise spans across strategic marketing, brand development, and event management, with a particular focus on the unique needs of hotels, restaurants, and culinary establishments.

With a proven track record of successfully launching products, organizing industry events, and fostering team development, I bring a results-driven approach to every project. My multilingual abilities and cultural awareness further enable me to connect with diverse markets, ensuring that each initiative resonates with its target audience.

This portfolio highlights my most impactful projects, showcasing the strategies and results that have defined my career in this dynamic industry.



Brand Strategy

This project focused on developing and executing the TasteBrand strategy, a branding initiative aimed at creating a cohesive and recognizable identity within the food and beverage sector. The strategy was tailored to appeal to a broad range of hospitality stakeholders, including:

Hotel owners, restaurant owners, gourmet retailers, and culinary influencers.

My role involved overseeing the entire branding process, from concept to implementation, ensuring a strong market presence and customer engagement.



*taste*brand
marketing gastronómico e agro-alimentar

Industry Event Organization



This workshop was designed to educate and inspire industry professionals about effective gastronomic marketing strategies. The event provided valuable insights and networking opportunities to:

Restaurant owners, chefs, food marketers, and hospitality consultants.

I was responsible for planning, coordinating, and executing the event, which was praised for its organization and content.

Industry Event Organization



The Cherry Showcooking event showcased culinary innovation, with cherries as the central ingredient. This event was particularly appealing to:

Hotel and restaurant owners, catering companies, and culinary event planners.

My role included organizing the event, coordinating with chefs, and ensuring the experience aligned with our branding objectives.





This high-profile conference focused on Mediterranean culinary traditions in Portugal and was aimed at bringing together key players from various sectors. The event targeted:

Hotel owners, restaurant chains, food tourism agencies, and cultural institutions.

I played a crucial role in planning and executing the event, ensuring it met strategic goals and left a lasting impact on participants.



Conference
Mediterranean Portugal



These photos capture the product positioning efforts for Sabor a Fado at industry trade shows, where we aimed to maximize visibility and impact among:

Food and beverage distributors, restaurant owners, gourmet product retailers, and trade show organizers.

My responsibilities included overseeing booth design, product presentation, and promotional strategies.

Industry Trade Shows

Product Launch Strategy



These photos illustrate my comprehensive approach to product launch strategies, from positioning wine at the prestigious Audi Cup Tournament to launching and promoting local, endogenous products like Chícharo. Each launch was meticulously planned to target:

Luxury hotel owners, high-end restaurant chains, wine distributors, local producers, and food tourism agencies.

The result was significant media coverage, market interest, and successful product integration into the hospitality and gourmet sectors.

Team Development

These images reflect my dedication to team development, showcasing both teambuilding activities and specialized training sessions for customer service employees. These initiatives were tailored to improve team dynamics and service quality for:

Hotel and restaurant management teams, customer service departments, and training coordinators.

My approach focused on creating a more collaborative and efficient work environment.



THANKS FOR
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elsa silgon

contact: 0779667988

elssilgone@gmail.com