

*Analyst Product Marketing*  
**PORTFOLIO**

By Elsa Gonçalves (silgon)

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# *introducing* **ABOUT ME**

As a dynamic Global Marketing Executive, I specialize in developing and executing brand strategies, product marketing, and team development. With a strong background in both national and international markets, I aim to drive brand growth through data-driven insights and creative communication. I am passionate about leveraging digital transformation and advanced analytics to optimize marketing performance and achieve business objectives.



**Elsa Gonçalves**  
Analyst Product Marketing

With a thriving community of 1,846 followers, I have successfully orchestrated over 15 industry events, developed 15 comprehensive brand strategies, and executed 60+ product marketing campaigns. My journey in the marketing landscape has been marked by impactful results and a commitment to excellence.



**1.846**  
Followers

**15**  
Brand  
Strategies

**60+**  
Product  
Marketing

**15+**  
Industry Events

# VISION

My vision is to be a thought leader in the global marketing landscape, driving innovative strategies that create meaningful connections between brands and their audiences. I strive to empower brands through data-driven insights, creative storytelling, and effective communication, fostering growth and excellence in every market I touch.

[READ MORE](#)



# personal **SKILLS**

Discover the key strengths that drive my professional success. These core skills not only define my approach to marketing but also highlight my commitment to delivering exceptional results in every project.



**Strategic Planning and Execution**



**Team Collaboration**



**Data-Driven Decision Making**



**Brand Management and Development**

# EDUCATION

My educational background has been the cornerstone of my professional journey, providing me with the theoretical knowledge and practical skills essential for success in the global marketing landscape. Each academic experience has contributed to my strategic thinking, data-driven approach, and leadership capabilities.

[READ MORE](#)

## Master of Business Administration (MBA)

University of Coimbra, Economics Faculty

- Specialization: Strategic Management and Corporate Finance

## Postgraduate Diplomas

- Economic Relations Between China and Portuguese-Speaking Countries
- Web Marketing

## Bachelor's Degrees

- Marketing & International Trade
- Communication & Economic Relations

# *work* **EXPERIENCE**

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**Brand Strategy**



**Product Marketing**



**Team Development**



**International Market  
Expansion**



# Moulds Industry

# PORTFOLIO

These projects underscore my capability to develop and execute successful marketing strategies, create impactful product communications, and organize effective industry events. They reflect my commitment to driving brand growth and achieving measurable results in the competitive moulds industry.

## 01

### **Product Communication Strategy**

Logo Design

Product Brochure

Product Catalogue - HK Superior Design:

## 02

### **Product Catalogue - Normalized Products**

Detailed Catalogue

Visual Presentation

## 03

### **Effective Events Planning**

Industry Trade Show: Euromold in Hannover

- Strategic Planning
- Logistics Management
- Networking

# PRODUCT COMMUNICATION STRATEGY

Each project reflects my commitment to strategic excellence and innovation, aimed at driving brand success and market leadership.

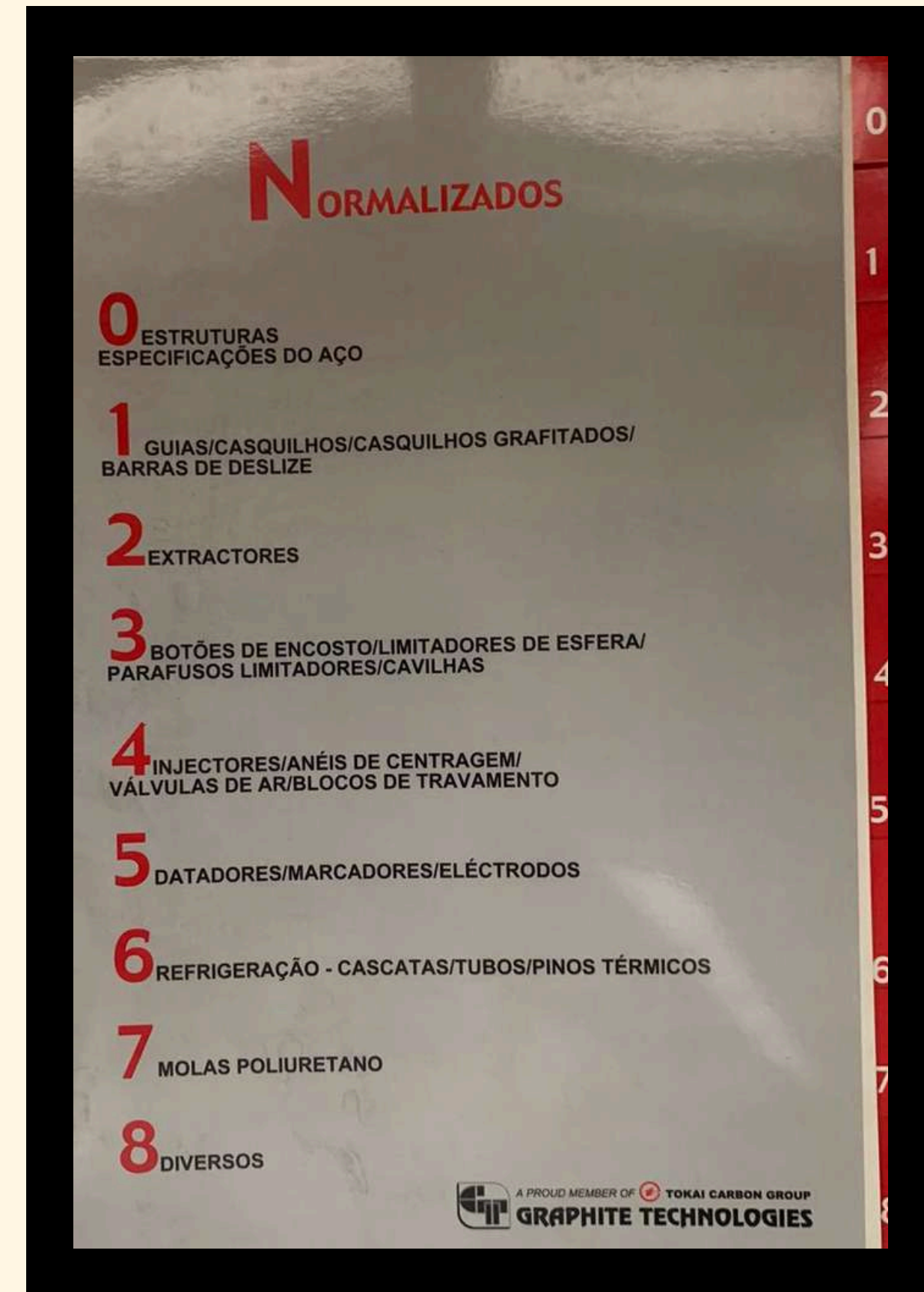
- **Logo Design:** Created compelling logos that resonate with the essence and values of moulds products, enhancing brand identity and recognition.
- **Product Brochure:** Developed informative brochures showcasing the features and benefits of moulds, targeted at industry professionals and stakeholders.
- **Product Catalogue - HK Superior Design:** Designed a comprehensive catalogue for HK Superior Design, highlighting their premium moulds with a focus on quality and innovation.



# PRODUCT CATALOGUE - NORMALIZED PRODUCTS

**Detailed Catalogue:** Produced a detailed catalogue for Normalized Products, effectively communicating technical specifications and benefits to a diverse audience.

**Visual Presentation:** Implemented a visually appealing layout and design to enhance readability and product understanding among potential clients.





- **Strategic Planning:** Led strategic planning efforts for participation in Euromold, focusing on maximizing brand visibility and lead generation.
- **Logistics Management:** Oversaw logistics, booth setup, and promotional activities to ensure a seamless and impactful presence at the trade show.
- **Networking:** Facilitated key networking opportunities and engagement with industry professionals to foster new partnerships and business opportunities.

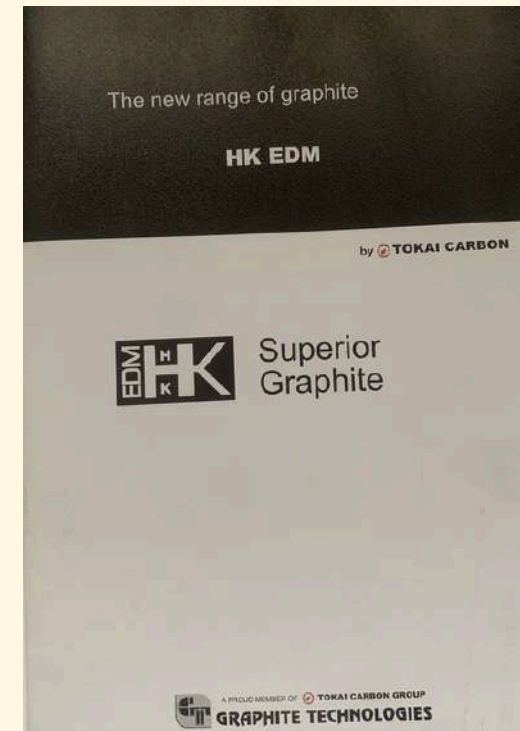
## **EFFECTIVE EVENTS PLANNING**

## **INDUSTRY TRADE SHOW: EUROMOLD IN HANNOVER**

*notable*  
**PROJECT**  
**PRODUCT**  
**CATALOGUE - HK**  
**SUPERIOR DESIGN**

Highly acclaimed project where I designed a comprehensive catalogue for HK Superior Design, showcasing their premium moulds with an emphasis on quality and innovation.

Tokai Carbon Group  
Graphite Technologies



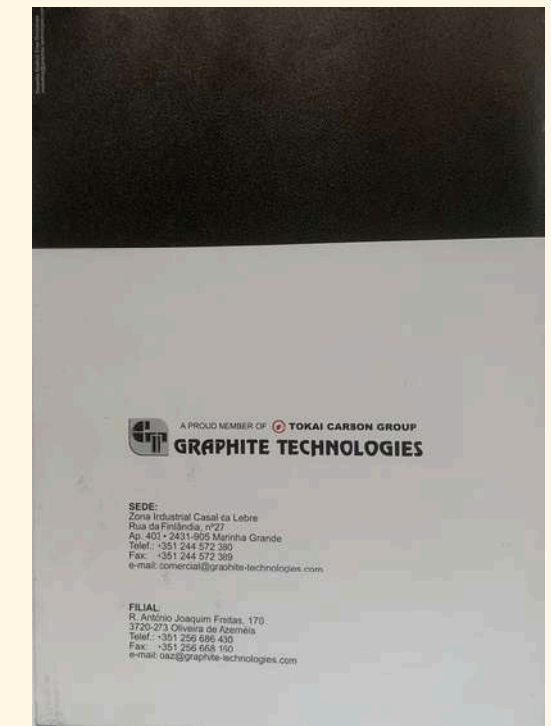
This catalogue was widely applauded by stakeholders, particularly by the Tokai Carbon Group in Japan, of which Graphite Technologies was a member.



Best Product



I effectively highlighted HK Superior Design's products to resonate with their target audience and elevate their market presence through strategic design and compelling content.



**THANKS  
FOR  
WATCHING**

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