

# NUNO ALVITO

MARKETING & STRATEGY | BRAND, MEDIA & GROWTH  
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Few strategists can also tell the story. With a decade of international experience across marketing, operations, and strategy, most recently advising Nike, Uber, and Moncler I combine strategic rigour with a sharp eye for visual communication and presentation design. I don't just develop the insight, I make it land with clarity, creativity, and impact. Native Portuguese, fluent English, and professionally proficient Spanish.

## PROFESSIONAL EXPERIENCE

### **Brand & Creative Strategy Consultant at Slides** (Málaga, ES | 10/2024 - Today)

- Design high-impact presentations and visual storytelling
- Translate complex business insights into clear and persuasive narratives
- Build and grow an independent consultancy serving corporations, public speakers, and leaders

### **Strategy Consultant at MeMo<sup>2</sup>, a Kantar Company** (Amsterdam, NL | 09/2022 - 09/2024)

- Advised global brands on brand strategy, media effectiveness, and marketing performance
- Conducted cross-media measurement and campaign validation across digital and traditional channels
- Delivered creative effectiveness insights using AI-powered ad testing (LinkAI)
- Provided strategic insights to international brands: Nike, Uber, Moncler, Adyen, and Just Eat Takeaway:
  - › Secured annual retainer from a one-off study, with monthly crossmedia studies and bi-annual tracker
  - › Delivered a CMO-praised multi-country study, leading to a follow-up covering multi-million euro media investment across New York, London, and Milan
  - › Grew to head of food vertical, securing multi-market deals with media spend exceeding €5M, becoming the most profitable account

### **Founder at Navora** (Amsterdam, NL | 04/2022 - 09/2022)

- Founded consultancy focused on coworking strategy and commercial real estate brokerage
- Advised workspace operators on market positioning and sales strategy
- › Built a network of 250+ coworking locations across 12 European cities

### **Coworking Spaces Manager at TSH Collab (now The Social Hub)** (Amsterdam, NL | 09/2020 - 04/2022)

- Led sales, operations, and commercial growth across two coworking locations
- › Scaled monthly revenue from €60K to +€100K, driving occupancy from 70% to >115% (offices to 110%)
- Oversaw P&L, financial forecasting, and occupancy performance
- Managed teams across two locations, providing training and supporting professional development
- Built and led the coworking community, driving member engagement and satisfaction

### **Community & Partnerships Manager at Mindspace** (Amsterdam, NL | 09/2019 - 05/2020)

- Handled sales and membership accounts across three coworking locations, building client relationships
- Led partnerships, events, and marketing communications, including newsletters
- Managed daily community operations to ensure a seamless member experience and engagement

### **B2B Partner Specialist at Booking.com** (Amsterdam, NL | 05/2018 - 08/2019)

- Managed commercial relationships with hospitality partners
- Supported property performance optimization and account growth

### **Shopper & Customer Marketing at Beiersdorf** (Lisbon, PT | 04/2017 - 11/2017)

- Developed sales and shopper marketing initiatives to improve in-store visibility
- Conducted market and competitor analysis to support commercial strategy

### **Junior Brand Manager at Beiersdorf** (Lisbon, PT | 01/2016 - 03/2017)

- Supported brand management, product launches, and managed digital and media planning
- Coordinated marketing initiatives with sales team

## EDUCATION

### **International Master in Business Administration at Catolica Lisbon** (Portugal)

- Major in Marketing and Minor in Strategy & Entrepreneurship

### **DesignCamp: PLAY - The Design Way at Design School Kolding** (Denmark)

### **Erasmus Program at EBS Business School** (Germany)

### **Erasmus Program at Skema Business School** (France)

### **Bachelor in Business Administration at Catolica Lisbon** (Portugal)

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## ADDITIONAL EXPERIENCE

**Erasmus Student Network (ESN Lisboa) — largest student organisation in Europe, supported by the European Commission, serving 5,000 exchange students annually across all Lisbon universities**

### **Marketing & Communications Department (2016)**

- Designed logo and visual communications for the ESN National Boards Meeting, representing all 44 countries and the international board
- Developed brand materials focusing on visual communication and design

### **Communications Manager & Board Member (2015)**

- Served on a 5-member board leading a team of 60 volunteers
- Pioneered Facebook as a business and advertising tool ahead of mainstream adoption
- Redesigned brand presence across digital channels, physical materials, and Bairro Alto meeting point
- Developed training programmes to build team soft skills including communication and problem solving

### **Education & Institutional Relations Department (2014)**

- Restructured the department and redefined its strategy
- Presented at welcome days across 24 Lisbon universities to audiences of up to 300 international students
- Developed a paid partner voucher book securing 9 commercial partners including Hard Rock Cafe
- Maintained relationships with international relations departments across 10+ universities
- Redesigned physical communication materials including rollups and promotional displays
- Organised welcome weeks for 5,000 exchange students including trips across Portugal and events

### **Public Relations Department (2013)**

- Secured 4 commercial partnerships with nightlife venues, generating revenue for the organisation
- Grew the international student community through active social engagement and nightlife networking

**Volunteer crew member at Web Summit (2016/2017) and The Next Web (2019)**

## PERSONAL PROJECTS

### **“Successful Thinking” Podcast (2019 - Today)**

- Long-running English podcast on mindset and success, featuring global figures including Stanford neurosurgeon Dr. James R. Doty, Paris 2024 Olympic medallist Cindy Ngamba, Netflix filmmaker Craig Leeson, and motorsport driver Christine Giampaoli Zonca

### **Video Editor and Producer (2016 - Today)**

- 50+ YouTube productions, including Kantar BrandZ Most Valuable Dutch Brands 2023 promotional video

### **“Um Tuga Que Sabe O Que Faz” Podcast (2018 - 2020)**

- Portuguese-language podcast with 15,000+ plays

## SKILLS

### **Strategy & Analytics**

- Brand strategy, business growth, commercial strategy, media effectiveness, marketing analytics, crossmedia measurement, brand tracking, creative testing, campaign planning, market analysis

### **Commercial & Operations**

- Sales, account management, operations management, P&L management, team leadership, stakeholder management, coworking management, community building

### **Communication & Design**

- Visual storytelling, presentation design, public speaking