

KEY IMPACT

60K+
Event Visitors

350+
Brands Curated

13
Editions Delivered

132%
CLDS4G Targets Met

PROFILE

Project, Programme & Operations Manager with 12+ years of experience coordinating programmes, projects and operational initiatives across international, public, nonprofit and entrepreneurial environments. With experience across programme governance, strategic planning, operations management, stakeholder management, risk management, budgeting, performance monitoring and digital delivery. Bridges programme-level governance with direct delivery, process improvement and cross-functional coordination across teams, partners and suppliers.

PROFESSIONAL EXPERIENCE

CO-FOUNDER | PROJECT & OPERATIONS MANAGER 2022 – Present
Mercado no Castelo - Curated Design & Independent Brands Platform

Independent platform dedicated to brand curation and event production, connecting independent brands, partners and audiences across multiple cities, including a special edition at Fundação de Serralves.

- KEY RESULTS
- 60,000+ visitors • 350+ independent brands • 13 editions delivered
 - 11,000+ organic followers across social media
- RESPONSIBILITIES
- Project management from conception to delivery, including strategy and platform positioning
 - Operations management, strategic planning, delivery and process optimisation
 - Partnerships, stakeholder and exhibitor management
 - Brand curation and supplier coordination
 - Event production, logistics and delivery control
 - Budget planning, financial management and performance review
 - Website and digital channel management, including content structure, updates, communication strategy and social media management

PROJECT COORDINATOR 2020 – 2023
CLDS4G Social Development Programme - SCM Póvoa de Lanhoso

Strategic coordination and delivery of a regional social development programme funded by the European Social Fund under the CLDS4G national framework.

- KEY RESULTS
- 37-month publicly funded programme delivered • €445.5K eligible programme budget
 - 851 participants engaged • 132% target execution
 - 69 labour market integrations • 22 professional training placements
 - Partnerships coordinated with 19 organisations and public institutions
 - "Devagar se Vai ao Longe" - 90 children and families • 18 socioemotional skills sessions • improved socio-emotional skills in 54 children • 150% execution
- RESPONSIBILITIES
- Programme planning, governance and operational coordination
 - M&E, KPI monitoring, performance tracking and technical and financial reporting
 - Risk & issue management, compliance and stakeholder coordination
 - Multidisciplinary team leadership and delivery coordination
 - Development of the PóvoAtiva digital employability platform
 - Implementation of "Devagar se Vai ao Longe" across 4 primary school classes

DIRECTOR OF OPERATIONS 2016 – 2020
Sabert Lda

Led international operations across Portugal, Spain and China: e-commerce, B2B, digital platforms and commercial partnerships.

- KEY RESULTS
- Built and launched Casamat e-commerce (casamat.eu): 542 active products, 885 SKU variants across 58 categories on Shopify
 - Launched and managed corporate digital platforms for Portugal, Spain and China operations
 - Established commercial partnerships and coordinated market entry across European and Asian markets
- RESPONSIBILITIES
- International operations across Portugal, Spain and China, including B2B, e-commerce and cross-border fulfilment
 - Coordination of corporate digital platforms and websites, including Sabert and Shanghai Sabert
 - Management of product catalogues and institutional communication
 - Coordination of external developers and digital partners
 - Process improvement, risk management and digital marketing initiatives (Google Ads and social media)
 - Portugal 2020 funding applications and operational planning

PROFESSIONAL EXPERIENCE (continued)

TECHNICAL DIRECTORFeb-Dec 2024 (concurrent with Mercado no Castelo)

Associação de Apoio à Saúde Mental - O Salto

- Strategic and operational management of the organisation
- Technical team leadership and governance
- Budget management and financial control
- Risk management, compliance, stakeholder management and partnerships
- Digital systems and organisational processes management
- Project coordination, psychosocial case monitoring, supervision and mediation

CO-FOUNDER2013 – 2020 (concurrent with Sabert, 2016–2020)

Muito+ Inovação, Arte & Criatividade

Production coordination, partnerships, financial management and communication strategy across events and urban markets.

ASSISTANT LECTURER2007–2013

Universidade Católica Portuguesa

Teaching and tutoring in Social Work (undergraduate and postgraduate). Pedagogical planning, student support, academic event organisation and liaison between the university and social organisations.

DIGITAL PROJECTS

Design, build and ongoing management of two client websites in Wix, including structure, content strategy and brand positioning:

- northgamefishing.com · international service website · 2023 – Present
- amabelia.com · brand website and visual positioning · 2025 – Present

EDUCATION

Doctoral Programme in Social Economy (incomplete)

IUDESCOOP, University of Valencia | 2012–2013

Doctoral research on organisational innovation, management and operating models in nonprofit organisations in Portugal, with a focus on Social Solidarity Institutions (IPSS). Research: "La Innovación de las Organizaciones Sin Fin de Lucro em Portugal: El Caso de las Instituciones Particulares de Solidaridad Social"

Master's Degree in Social Work

Universidade Católica Portuguesa | 2011

Dissertation: "Management Practices in Social Work: an exploratory analysis"

Bachelor's Degree in Social Work

Universidade Católica Portuguesa | 2006

Dissertation: "The Social Needs of the Elderly Population of the Parish of S. Vicente – Braga"

CORE CAPABILITIES

Programme Management · Project Management · Operations Management · PMO · Project Governance · Strategy Execution · Business Operations · Stakeholder Management · Risk Management · Process Improvement · Strategic Planning · Digital Project Delivery · Cross-functional Leadership · Organisational Transformation · Operational Excellence · Continuous Improvement

DIGITAL TOOLS

Operational & Project Tools: GitHub · Asana · Excel · Google Workspace · Softr

Digital & Analytics: WordPress · Shopify · Wix · Google Analytics · Google Search Console · Meta Business Suite · Canva

AI Tools: Claude · ChatGPT · Emergent

LANGUAGES

Portuguese (Native) · English (Advanced) · Spanish (Intermediate)