

# Carlos Alberto Teixeira

## Web Marketing

W: <http://www.worky.com/carlosalberto-teixeira>

Seven years experience in the New Media Marketing management, combined with 11 years of Project Management experiences.  
During the last 2 years I was responsible for the supervision, coordination and delivery of digital products as Online Marketing Manager.  
I overall gained experience in Digital Marketing start-up, business development, services development, strategic planning, marketing and sales, budget allocation, customer retention, online advertising, brand identity, client relationship, customer satisfaction and team coordination.  
Distinctive problem-solving and analytical skills, 360° view of the communication channels.  
Ability to prioritize and work under strict deadlines.

### Carlos Alberto Teixeira's Professional Experience

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2011 - Present **The European College of Management - ECM - Web Marketing**

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2009 - 2011 **Veratour s.p.a. - Online Marketing Manager**

In Italy, Veratour is a leading tour operator dedicated to the resorts segment.

- Responsible for the start up of the company on the web (competition monitoring, definition of strategy, annual budget allocation, implementation, delivery, monitoring, ROI and optimization).
- Responsible for the optimization of the corporate web site - flow/copy/SEO.
- Creation of the corporate blog and the start up of the social network presence (Facebook, Twitter, YouTube and LinkedIn).
- Online advertising - Google, Facebook, affiliation programs, buzz, partnerships etc.
- Management of the creative agency and the external IT companies.
- Generation of leads, increasing registered members and sales.
- Responsible for the integration between the web site and the CRM system, studying the customers profiles, creating clusters and, through activities of lead generation and re-qualification, improving the quality of the Database.
- Contract management with suppliers and service partners.

My KPI's were:

- Generated sales through the web channel
  - ROI
  - Web presence positioning on Google and other search engines
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Key Skills CRM, Dedicated, strategy, tour operator

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2006 - 2009 **One Italia - Project Manager**

One Italia is one of the most important content providers of VAS services for mobile phones in Italy.

- Responsible for the start up and launch of the services in Brazil.
- Contract management, negotiation and integration with the Brazilian Carriers, including business plan and sales strategy for C-level.
- Planning, organization and management of web projects.
- Responsible for the content in the web sites and the m-sites.
- Study, planning and managing online advertising and affiliate program.
- Contract management with the biggest suppliers like Universal, Sony Music, EMI, ActVision, Gameloft, Digital Chocolate etc.
- Coordination of the graphic designers and technical teams.

My KPI's were:

- Sales (revenue, number of new customers)
- Customer retention

- ROI

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Key Skills Negotiation, strategy

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2003 - 2006 **Enterprise Digital Architects Spa - Marketing**

Enterprise is a spin-off from the Ericsson Group. In those years the company was living a transformation, migrating from a traditional TLC company to a ICT company.

- Management of the corporate website and the Intranet: flow/copy and usability.
  - Planning and monitoring of the content production.
  - Developing digital marketing strategies for the products
  - Working on internal and external campaigns.
  - Launch of the eCommerce website.
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Key Skills Digital Marketing, ecommerce, Marketing

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1998 - 1999 **Fiergs - Communication specialist**

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1996 - 1996 **Gruppo Gerdau - Addetto Comunicazione**

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**Carlos Alberto Teixeira's Education and Qualifications**

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2007 **Masters/PostGrad - Marketing and Communication**  
**Pontifícia Universidade Católica do Rio Grande do Sul**

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**Bachelor/Degree - ,**  
**Istituto Superiore del Marketing**

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**Carlos Alberto Teixeira's Additional Information**

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**Links**

**Linkedin Profile - <http://www.linkedin.com/in/carlosalbertoteixeira>**

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