



Curriculum

Renata A. M. Bitencourt

BSc, MBA

Marketing & Communications

Personal Details

Name: Renata A. M. Bitencourt

Australian & Brazilian Citizenship

Marital Status: Married, one daughter

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Education

2008 - 2009	Extention course in Project Management Fundamentals & Application University of Western Australia
2000	Extention course in Direct Marketing Institute of Customer Service, Brazil
1996 – 1997	MBA in Marketing Institute of Administration IAG, PUC University, Brazil
1992 – 1998	Bachelor of Economics University of Rio de Janeiro – Candido Mendes, Brazil
1989 – 1994	Bachelor of Business Administration PUC University, Brazil

Other Qualifications

2013	Bahaviour Based Safety Master Class PSB Solutions, Perth, WA
2012	Emotional Intelligence Management IBS/FGV, Brazil
2011	Communication styles IBS/FGV, Brazil
2010	High Speed Project Management University of Western Australia

Profile & Skills

- ⇒ Over 15 years of diverse working experience in marketing/business for different sectors, such as: consumer goods (beverages, food and clothing/fashion), event, pharmaceutical, textile, laboratory, NGOs, education, and Health & Safety (HSEC)
- ⇒ Project management qualifications and event coordination
- ⇒ Planning/marketing/research and survey analysis
- ⇒ Customer Relationship Management (CRM) experience
- ⇒ Marketing plan development and Marketing mix implementation
- ⇒ Proactive approach to problem solving, even under high pressure. Reliable team member and able to perform well independently. Highly motivated, well organized and productive
- ⇒ Fluent Portuguese and English, with conversational Spanish and French

Employment History

April 2013

SafeTACT

Marketing & Business Manager

- Created and developed brand positioning with business name + slogan
- Coordinated with graphic designer logo creation
- Development of marketing strategy and plan to launch SafeTact
- Coordination of website including design and content creation
- Management of the pull of actions listed on the marketing plan to launch the business, which includes: direct marketing mailing development, newsletter, press release and event organization
- Creation and development of customer relationship management(CRM) program in order to increase clients portfolio and keep fidelity

Jun 2012 – Dec 2012

Marketing & Business consultant/Brazil

- Worked on the prospection of clients while liaising with a local communication agency to deliver the following marketing services: Developed marketing plan and strategies to increase enrolment rate for a local primary school, as well as created direct marketing campaign involving current parents and prospects and website improvement.
- Creation of slogan and brand positioning strategy as well as coordinated website renovation in terms of design and content for a publishing business.

Jul 2009 – Jul 2010

Midnight Basketball Australia

Volunteer

- Assisted on the improvement of the website through suggestions to improve design and content, provided comments and suggestions to improve online newsletter and other further comments related to brand positioning to the non-profit organization director
- Assisted on general help at the day of the tournaments such as, supervising the game, attending workshops before the games begin, etc.

Jun 2008 – Aug 2008

Electoral Commission in Rio de Janeiro/Brazil

Marketing & Research Consultant

- Coordinated the creation of a customer feedback survey
- Coordinated with local advertising agency the communication strategy to launch the candidate's campaign. Including promotional material such as, flyers and posters. Additionally the development of a radio campaign strategy.

Jul 2006 – Jan 2008

Diamantina Laboratories WA

Marketing & Business Consultant

- Developed & implemented client's database
- Developed situational analysis (SWOT) in order to know the market and provide a report about the market size and opportunities.
- Developed marketing strategy to increase clients' base (portfolio)
- Provided customer service advice, flyer development – drafts to be improved by graphic designer

July 2005 – May 2006

Curtin University of Technologies – CSML division

Project/Research Officer

- Coordinated the consolidation process of the research cluster formation and submission, dealing with different departments at the university
- Coordinated events such as the integrated aquaculture networking workshop involving indigenous communities
- Developed flyer, registration application and newsletter lay-outs
- Created & developed customer feedback survey (qualitative research)
- Provided administrative support to the Executive Director, including assistance on the process of writing to apply for Grant applications

Mar 2005 - May 2005

Canningvale Weaving Mills Ltd

Strategic Development Project Assistant

- Assisted General Manager of Strategic Development with original project scope to support the creation of a new area in the company, directed towards business strategy and planning
- Created, developed and implemented advertising campaign for a factory clearance and customer feedback survey. Liaised with company's marketing department and creative agency to implement this job.
- Responsible for the creation of the customer feedback survey for the factory clearance.

May 2003 – Oct 2004

Marketing & Business consultant/Brazil and Australia

- Created and developed cause related marketing campaign for Merck, product Cebion, liaised with NGOs in order to build partnership and organized "Social Endomarketing" workshop
- Created business & marketing report focus on re-engineering of an integrated business association for Tom Price/WA and developed exploratory research among local residents and businesses

Nov 2001 - Nov 2002

17th World Petroleum Congress/Brazil

Senior Marketing Analyst

- Coordinated communication strategy including advertising and promotional activities, working together with advertising agency
- Coordinated events to promote the congress inside Brazil and overseas
- Involved in the development of online strategies including e-cards and website
- Involved in the development (provided inputs to copy writing, proof reading and design direction) of the congress promotional kits

Jan 2000 - Nov 2001

FBDE - Marketing & Sales Consultancy Company/Brazil

Marketing Advisor/Junior Marketing Consultant

- Supported role to a team of senior consultants developing and implementing marketing strategies to different economy sectors, such as: Consumer goods (clothing/fashion and food)
- Worked on customer relationship management (CRM) projects
- Implemented customer feedback surveys and result analysis
- Participated on prospects visits in order to prospect new clients

Sep 1996 - Jan 2000

Coca-Cola Company and Reader's Digest companies in Brazil

Marketing Assistant

- Assisted the brand managers with building up annual marketing plans and integrated communication strategies with brand budget control
- Involved in MDSS (marketing decision support system) by doing database marketing analysis, research (qualitative & quantitative) and market analysis.
- Participated in the launching process of the Coca-Cola light in Brazil
- Assisted on the development of direct marketing surveys
- Assisted on event coordination

Hobby & Interests:

- Travel, swimming, photography, wine, reading and classical & jazz music.