




Orlando Rui Oliveira Magalhães

Date of birth: 8 Sep 1975


Nationality: Portuguese

Gender: Male

CONTACT

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WORK EXPERIENCE

16 APR 2021 – CURRENT – Porto

Trainer

IEFP

Trainer in the areas of:

Marketing;

Social Network Management;

Digital Commerce - Company strategy;

Digital Commerce - Operationalization.

1 JUN 2018 – 1 JUN 2020 – Valongo, Portugal

Marketing manager

Valportas,Lda

Internal and external communication department manager; Strategic marketing development; Events ideation and coordination; Advertising campaign creator and coordinator (video and photography); social networks manager;

1 OCT 2012 – 31 DEC 2018 – Penedono, Portugal

President of the Board

30 MS | Associação Trinta Moios de Sal

Private non-profit institution for the contemporary, technical and aesthetic interpretation of traditional Portuguese culture; Consultant for the study and development of business and institutional support projects; Trainer for the professional and creative development of crafts and trades;

3 JUN 2013 – 31 DEC 2017 – Vila Nova de Gaia, Portugal

Consultor & Trainer

Associação Portugal à Mão - Centre for the Study and Promotion of Portuguese Arts and Crafts

Analysis of historical documentation for the development of specification and certification booklets; Graphic design; Advisor for strategic development; Trainer for professional and creative development of trades and crafts;

7 JAN 2013 – 31 DEC 2017 – Porto, Portugal

Consultor

Edita-me

Consultancy for strategic development; Creation and development of marketing and advertising strategies; Graphic Design.

1 JUN 2015 – 1 MAR 2017 – Porto, Portugal

Creative director

WithoutMap

Brand management; Creative development; Conception and creation of projects; Creation of advertisements and commercials; Presentation of the creations to the client; Follow up of the projects in production; Manager of the brand promotion events.

2 JAN 2013 – 1 MAR 2017 – Porto, Portugal

Creative director

A Tornearia

Brand management as a reformer of the wood turner's craft in conjunction with design, as a competitive market argument; Creative development; Conception and creation of projects; Creation of advertisements and commercials; Presentation of the creations to the client; Follow-up of the execution of the projects with the craftsmen; Manager of brand promotion events;

13 SEP 2012 – 20 JUN 2014 – Porto, Portugal

Learning support teacher

Agrupamento de Escolas Fontes Pereira de Melo

Creator and teacher of the club CRIAR - Criativos Resolvem Ideias Através do Raciocínio, for the development of cognitive, motor, creative, socialization and cooperation abilities for 2nd and 3rd cycle and secondary students through design methodologies;

13 SEP 2012 – 31 JUL 2013 – Porto, Portugal

Teacher

Escola Profissional Centro de Estudos e trabalho da Pedra

Design teacher in the 11th and 12th grades; PAP supervisor (professional aptitude test for higher education);

7 MAY 2012 – 10 DEC 2012 – Porto, Portugal

Mentor & Former

Associação Portugal à mão + Agência Inova + Associação de Artesãos do Norte + IEFP

Vegetable Fibres Project - IEFP pilot project for the promotion of qualified employment in the craft sector and to be included in the National Qualifications Catalogue; Co-creator of the programmatic content;

3 JAN 2011 – 30 SEP 2011 – Maia, Portugal

Consultor

Quintas & Quelhas,Lda

Study and proposal of restructuring of manufacturing processes; Analysis of new markets and development of new products; Creation and implementation of marketing strategies; Founder of the R&D team in the company;

2 JUN 2003 – 30 JUN 2008 – Porto, Portugal

Design technician + Construction inspector

Centro Hospitalar do Porto,EPE

Project and works management; Creation and development of projects; Coordination of work teams; Development of technical architectural and engineering drawings; Acting head of the design office of the Facilities and Equipment Service;

EDUCATION AND TRAINING

25 OCT 2021 – 11 FEB 2022 – Rua Alferes Malheiro, 226, Porto, Portugal

Project Manager - Digital Project & Process Management

EDIT. - Disruptive Digital Education

<https://weareedit.io>

26 JAN 2021 – CURRENT – Rua de Salazares, 842, Porto, Portugal

Digital Marketing New Trends

Instituto Superior de Administração e Gestão - European Business School Campus

www.isag.pt

25 JAN 2021 – CURRENT – Rua de Salazares, 842, Porto, Portugal

mMBA

Instituto Superior de Administração e Gestão - European Business School Campus

www.isag.pt

17 NOV 2020 – CURRENT – Rua Dr. Roberto Frias, 712, Porto, Portugal

Title of specialist in marketing and advertising

Instituto Politécnico do Porto

www.ipp.pt

3 DEC 2020 – 13 JAN 2021 – Rua Engenheiro Ezequiel de Campos, 488, Porto, Portugal

Team Leadership and Motivation

Instituto de Emprego e Formação Profissional

www.iefp.pt

12 NOV 2020 – 3 DEC 2020 – Rua Engenheiro Ezequiel de Campos, 488, Porto, Portugal

Coaching and communication

Instituto de Emprego e Formação Profissional

www.iefp.pt

8 JAN 2018 – 6 MAR 2018 – Rond-Point Robert Schumanplein, 11, Bruxelas, Belgium

Digital Marketing Certification

Interactive Advertising Bureau - Europe

<https://iab europe.eu>

15 MAR 2018 – 30 MAR 2018

Google Analytic

Google Analytics Academy

<https://analytics.google.com/analytics/academy/>

1 JUN 2012 – 2 AUG 2012 – Rua Engenheiro Ezequiel de Campos, 488, Porto, Portugal

Initial Pedagogical Training of Trainers

Instituto de Emprego e Formação Profissional

www.iefp.pt

15 NOV 2010 – 20 DEC 2010 – Rua Engenheiro Ezequiel de Campos, 488, Porto

Implementation of human resource management practices

Instituto de Emprego e Formação Profissional

www.iefp.pt

4 OCT 2010 – 10 NOV 2010 – Rua Engenheiro Ezequiel de Campos, 488, Porto, Portugal

Development of concepts for events organization projects

Instituto de Emprego e Formação Profissional

www.iefp.pt

11 SEP 2008 – 9 JUL 2010 – Rua Dom Sancho I, 981, Vila do Conde, Portugal

Degree in Design | Industrial Design Option

Escola Superior de Estudos Industriais e de Gestão

www.eseig.ipp.pt

4 DEC 2006 – 7 DEC 2006 – Largo Prof. Abel Salazar, Porto, Portugal

Interpersonal Relations

CHP - Departamento de Formação e Ensino Pós Graduado

www.chporto.pt

23 MAY 2005 – 24 MAY 2005 – Largo Prof. Abel Salazar , Porto, Portugal

Team Work

CHP - Departamento de Formação e Ensino Pós Graduado

www.chporto.pt

28 FEB 2005 – 23 NOV 2005 – Rua da Espinhosa, Avioso S.Pedro, Portugal

Construction Supervisors and Inspectors

CICCOPN

www.ciccopn.pt

27 JAN 2003 – 5 DEC 2003 – Rua da Espinhosa, Avioso S.Pedro, Portugal

Construction Design Technician

CICCOPN

www.ciccopn.pt

27 JAN 2003 – 5 DEC 2003 – Rua da Espinhosa, Avioso S.Pedro, Portugal

● AutoCad 2002

CICCOPN | Autodesk Authorized Training Center Course

www.autodesk.com/training

1 JUL 1990 – 26 JUL 1991 – Rua Joaquim de Vasconcelos, 79,
Porto, Portugal

● Electromechanical

Santa Casa da Misericórdia do Porto | Formação
Profissional

www.scmp.pt

LANGUAGE SKILLS

MOTHER TONGUE(S): Portuguese

OTHER LANGUAGE(S):

English

Listening
B2

Reading
B2

**Spoken
production**
B2

**Spoken
interaction**
B2

Writing
B2

DIGITAL SKILLS

Sistemas Operativos (macOS & Windows) / Adobe Creative Cloud (Design; Fotografia; Vídeo; Web) / Office / Scrum Agile Waterfall Methodologies Project Management

DRIVING LICENCE

● **Driving Licence:** B

HOBBIES AND INTERESTS

● **Reading**

● **Running**

● **Music**

● **Photography**

● **Travelling**

● **Python programming**

● **play guitar**

● **BodyBoarder**