

Mauro G. P. Nina

MARKETING MANAGEMENT / BRAND MANAGEMENT

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10 years of vh. / 450+ clients / 36 stores installed / 3 countries •

Professional profile

Marketing professional and entrepreneur with over 25 years of professional experience, working in marketing, brand and business development since 2007. Founder of vh., serving over 450 clients across 10 years. Now focused on Marketing Management and Brand Management, grounded in direct delivery of strategy, design, communications and technology solutions.

Expertise

Marketing Management · Brand Management · Strategy and Positioning · Communications · Creative Direction · Visual Identity · Business Development · Pricing · Franchising · E-commerce · Project Management · UX/UI · Digital Products · AI and Automation

Professional experience

vh.

Founder and CEO | Marketing, Brand and Digital Strategy | 2016 - present

Founded and built vh., bringing together marketing, visual communications, digital experiences and technology. Worked with over 450 clients across 10 years, from logo creation to the development of technology solutions.

- Defined marketing strategies, brand positioning and communications aligned with each business's objectives.
- Designed logos and visual identities and created print and digital communications materials, personally delivering the creative work and implementation.
- Designed and developed websites, applications, digital products and immersive experiences, including UX/UI and 3D digitisation for tourism, hospitality, culture and retail.
- Led projects from brief to delivery, covering concept, commercial proposal, client relationships, implementation and follow-up.
- Developed business opportunities and partnerships and applied AI and automation to marketing, business processes and new digital products.

Mutualismo Covilhanense

Marketing Director | Jun 2015 - Jun 2016

Responsible for marketing strategy and planning, institutional communications, positioning and identity. Developed and promoted initiatives, aligning audiences and institutional objectives.

Political marketing

Marketing, Communications and Strategy | 2014 - 2016

Contributed to positioning, identity, content and multichannel communications projects in a demanding environment for messaging, reputation and consistency.

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Professional experience

ADEFRA / XXL Refill

Marketing, Communications, Franchising, E-commerce and Management | 2007 - 2015

Joined when XXL Refill was a registered brand, an idea on paper and an office full of boxes. Turned that starting point into a structured operation with 36 stores in 3 countries and an e-commerce business with approximately 14,000 products.

- Created the brand identity, guidelines and communications materials; established the marketing and communications department.
- Developed the franchising concept and manuals, corporate website and network support tools; trained and onboarded partners.
- Personally installed all 36 stores in Portugal, Germany and Cape Verde and represented the brand at national and international trade fairs.
- Managed franchising, support and R&D responsibilities and contributed to structuring logistics.
- Was responsible for quality and environmental management systems, their implementation and the ISO 9001 and ISO 14001 certification processes.
- Created and operated the e-commerce business with approximately 14,000 products: structure, catalogue, configuration, pricing, launch and operations. Only technical web development was handled by someone else.

Education

Universidade da Beira Interior

Completed Bachelor's Degree in Marketing.

Academia de Código

Intensive Full-Stack Development bootcamp. Programming, frontend, backend, databases and application architecture.

MICROCENTER | 1994 - 1995

Integrated Data Processing Course. Computing, MS-DOS, Windows, Word, Excel and Access.

Languages

Portuguese native · English advanced and professional · Spanish intermediate · French working knowledge.

English studied at Lancaster College from a young age, with continued use in professional and international contexts.

Additional training

CAP - Initial Pedagogical Training for Trainers · Advanced Excel · Customer Service and Sales Techniques · Time Management and Personal Organisation · Business Spanish · Marketing Conferences