

Joao P. Quintino

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» Profile

A highly efficient, innovative and methodical marketing senior manager with extensive experience of supporting sales departments by reviewing, developing, defining their overall marketing strategy. Comfortable working in a fast pace cross functional teamwork environment.

Directed and managed organization's online strategy, including email marketing, social media marketing, website maintenance, and blog updates.

Extensive knowledge and experience of digital marketing, including marketing automation, inbound marketing and analytics (Google Analytics).

Over 10 years experience on major Content Management System (CMS), e.g., WordPress, Drupal and others; writing/editing content and site management, including implementation and customization of Plugins and Themes.

» Work Experience

Cambridge College - School of Management, Cambridge, MA
Adjunct Faculty, 2015-Present

Teaching “Social Media Marketing” and “Digital Marketing” classes to graduate students enrolled in MBA and Master degree programs.

- Developed curriculum for the new Digital Marketing course for the MBA and Master degree program, which resulted in producing an efficient, comprehensive program for the college.
- Developing and managing the class syllabus and ensuring that the syllabus meets department and college standards.
- Planning and creating lectures, in-class discussions and assignments.

ACE Surgical Supply Co. (a Henry Schein company), Brockton, MA
Senior International Marketing Manager, 2012-2015

Interfaced with over 20 international partners with full accountability of all marketing initiatives. Established distribution channels in new markets.

- Developed and implemented digital marketing plans utilizing Marketing Automation, Inbound marketing methodologies, which resulted in annual worldwide sales growth of 20%-25% over two years.
- Delivered multichannel campaigns across e-mail, web (WordPress + Magento), mobile, and social media which improved quantity and quality of leads. Improved response rate by 20%
- Successfully managed a complete redesign and launch of the new company e-commerce platform with Google Analytics integration.
- Defining campaign goals. Translating goals and objectives into actionable and measurable inbound and outbound marketing strategies.

Mediadot, Lda., Lisbon, Portugal
CMO/ Digital Marketing Consultant, 2002-2012

Developed and executed client digital marketing campaigns including web design, SEO & SEM, marketing automation, email marketing and social media community management.

- Successfully managed over 50 web development applications, working closely with software programmers/developers and other stakeholders.
- Successfully managed a wide range of digital marketing projects, including organic optimization, paid search marketing, blog implementation, link-building, etc.

ACEuropa, S. A., Lisbon, Portugal
CEO, 1993-2012

- Founded and grew organization to be the largest dental implant distributor company in Portugal and Spain within a year of going live. Grew revenue from nothing to \$3.9M in 5 years.
- Provided general oversight of all ACEUROPA activities, managed the day-to-day operations, which assured a smoothly functioning and efficient organization.
- Researched and analyzed the market, knowing the ups and downs to access favorable conditions of the marketplace to successfully launch new products.
- Implemented and directed all search engine optimization (SEO) and search engine marketing (SEM) programs, including analysis of campaign reports.

» Education

Master's Degree in Marketing

ISEG-Universidade de Lisboa, Lisbon, PORTUGAL

Thesis: "Interaction in Online Brand Community and Purchase Intentions" a Facebook study.

Post-Graduate in Marketing Communications and Multimedia Management

ISEG-Universidade de Lisboa, Lisbon, PORTUGAL

Bachelor's Degree in Agronomic Engineering

ESA-Instituto Politecnico Santarem, Santarém, PORTUGAL

Associate Degree in Advertising, Art & Design (Summa Cum Laude Graduate)

Massasoit Community College, Canton campus, MA, USA.

» Other Skills

Technical Experience & Program Knowledge

Google Analytics (advanced) and AdWords (advanced).

Constant Contact (advanced), Salesforce (intermediate), Marketo (intermediate) and others.

Microsoft Suite (advanced), SPSS Statistics (intermediate).

Adobe CC - InDesign, Illustrator, Photoshop, Dreamweaver and Acrobat Pro (all advanced).

HTML/CSS (advanced), PHP (intermediate), MySQL (novice) and JavaScript (novice).

Wordpress (advanced) and Magento (user advanced).

Languages

Portuguese (Native), English, Spanish (Fluent), French, Italian (Beginner).