

FÁBIO PIRES

Digital Marketing · Analytics · Commercial Experience

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Portugal · Remote/Hybrid · EU Citizen · PT | EN | ES



PROFILE

Professional with 10+ years of experience in commercial operations, customer-facing roles and data-driven reporting, now pursuing a career in digital marketing. Completed a Postgraduate Programme in Marketing & Digital Strategy (17.8/20), with applied training in analytics, SEO/SEM, social media, content marketing, e-commerce, CRO and AI. Brings strong commercial awareness, analytical thinking and customer experience to a first digital marketing role.

PROFESSIONAL EXPERIENCE

Administrative Assistant & Commercial Analysis | Sanielvas, Lda.

Jul 2019 – Present · Elvas, Portugal

- Analyse sales and ERP data to identify consumption trends and support commercial and stock decisions.
- Manage the complete order cycle, from quotation through delivery, coordinating clients, suppliers and internal processes.
- Prepare tailored commercial proposals and support negotiations with clients and suppliers throughout the sales process.
- Consolidate operational and financial data into reports and dashboards to support commercial decision-making.

Receptionist / Night Auditor / Tournant | Vila Galé Évora

Mar 2015 – Jul 2019 · Évora, Portugal

- Co-developed Front Desk procedures during the hotel opening, helping establish consistent service standards from day one.
- Managed individual and group reservations, including congresses and meetings, coordinating requirements across guests and internal teams.
- Performed daily night audits across bookings, charges, payments and guest records, ensuring operational accuracy.
- Resolved guest complaints autonomously, protecting customer satisfaction and long-term relationships.

Trainee — Reception & Leisure Services | Zmar Eco-Campo

Jul 2013 – Sep 2013 · Odemira, Portugal

- Supported Front Desk operations and managed SPA and sports-area reservations during a curricular internship.

CORE COMPETENCIES

- Data analysis & reporting
- Commercial analysis & customer relationships
- Customer experience & problem solving
- Stakeholder communication & process optimisation
- Cross-functional collaboration & operational accuracy

EDUCATION

Postgraduate — Marketing & Digital Strategy

Portalegre Polytechnic University

2025–2026 · 17.8/20 · EQF Level 6

AI & Automation · GA4 · SEO/SEM · Social Media · E-Commerce · GDPR · CRO · UX/UI

Bachelor's Degree in Tourism

Portalegre Polytechnic University · 2009–2014

SKILLS

Digital Marketing — Academic & Applied

Google Analytics 4	Google Ads
SEO On/Off-page	SEM / Paid Traffic
Content Marketing	Social Media
CRO & A/B Tests	E-Commerce & GDPR
Generative AI	Search Console

Applied through project-based postgraduate work

Transferable Professional Skills

ERP & Data Analysis	Excel & Reporting
Client Management	Process Optimisation
Stakeholder Comm.	PowerPoint

Developed & applied through professional experience

LANGUAGES

Portuguese — Native

Spanish — C1 Advanced

English — B2 Upper Intermediate

VOLUNTEERING & LEADERSHIP

Boy Scouts of Portugal

2006–2013 · Elvas, Portugal

- Active member for seven years, taking on youth leadership responsibilities during the final year and developing experience in team coordination, activity planning and responsibility.

OTHER

Driving Licence — Category B