

Fábio Pires

Digital Marketing Portfolio

Strategy · Analytics · Customer Experience

Five applied cases. One career story: business experience translated into practical digital marketing decisions.

Elvas, Portugal · Remote / Hybrid · EU Citizen

01 Sui Records

02 Percentagem.pt

03 Calumia Studio

04 Corkart

05 FisioVida

A commercial foundation with a digital marketing direction.

The portfolio is built to show applied judgement - not to overstate experience.

10+ years

of commercial, operational and customer-facing experience

17.8 / 20

Postgraduate in Marketing & Digital Strategy · 2025-2026

Target: first professional Digital Marketing role at junior / assistant / executive level.

ANALYTICAL

Data interpretation, reporting and prioritisation

COMMERCIAL

Business context, clients, suppliers and decisions

CUSTOMER

Service, journey thinking and experience improvement

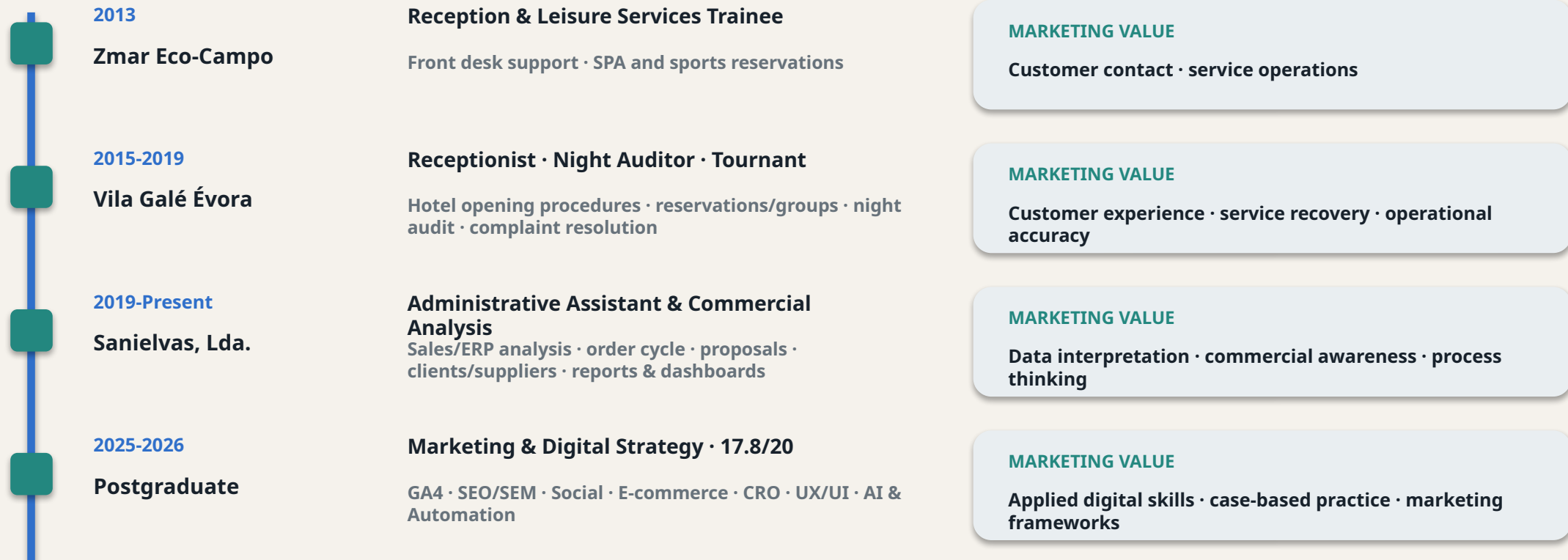
DIGITAL

Strategy, SEO, content, e-commerce, CRO and AI

Portuguese Native · Spanish C1 · English B2 · Portugal · Remote / Hybrid

Experience before marketing - and why it matters now.

A concise view of the experience that now supports my transition into Digital Marketing.



Career logic · customer experience → commercial analysis → applied digital marketing

Five cases. Five different marketing questions.

Each case was selected because it demonstrates a distinct capability.

- | | | | |
|----|-----------------------|---|---------------------------------|
| 01 | Sui Records | How can a small retailer create relevance without competing on scale? | Strategy · Brand · Content · AI |
| 02 | Percentagem.pt | What should we do with the data - and what should we measure next? | Analytics · SEO · CRO |
| 03 | Calumia Studio | How can digital demand grow without outrunning operational capacity? | E-commerce · Omnichannel |
| 04 | Corkart | How can industrial know-how become credible social authority? | Social · B2B/B2C · Content |
| 05 | FisioVida | How can a clinic remove friction without losing human care? | CX · Local SEO · Automation |

Sui Records - build a reason to belong.

Sui Records

STRATEGY · BRAND · CONTENT · AI

THE PROBLEM

A small vinyl retail concept could not win on price, scale or catalogue depth.

The opportunity was to create relevance through cultural affinity rather than convenience alone.

My role · individual end-to-end project

Conceptual academic work · no commercial performance results claimed.

STRATEGIC ANSWER

**CURATION + EDUCATION + COMMUNITY + EVENTS
+ OMNICHANNEL**

01 · RESEARCH

PESTEL, Porter and competitor review to identify the positioning gap.

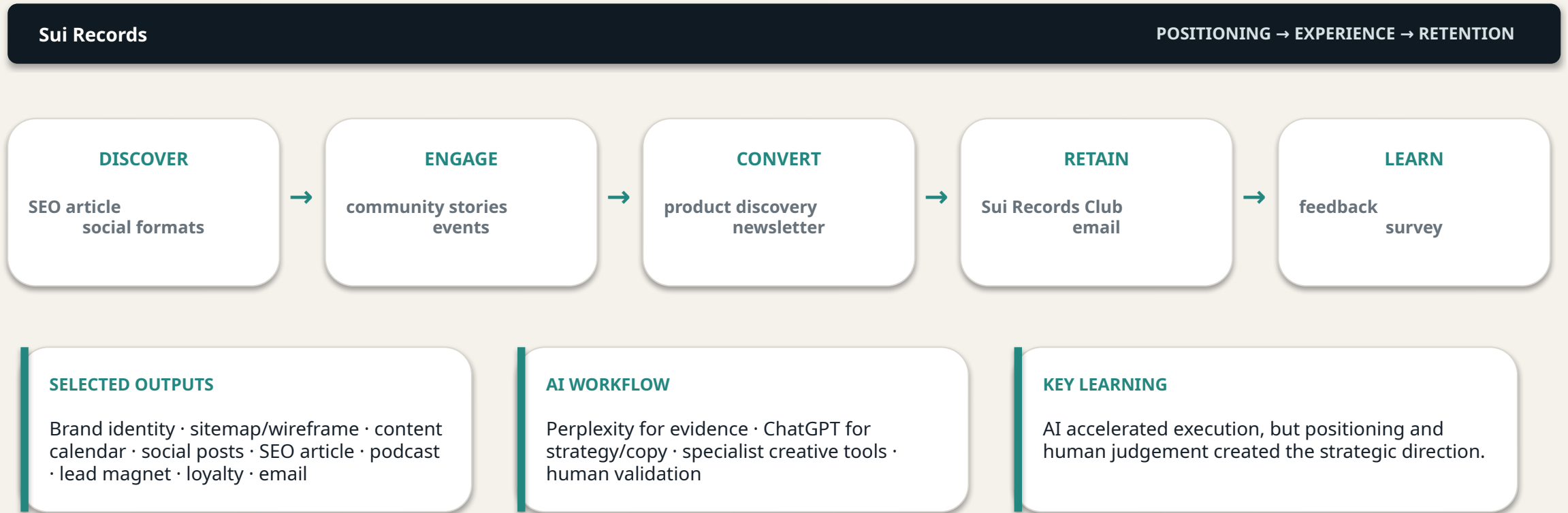
02 · DESIGN

Brand, audience, website architecture and content system.

03 · RETAIN

Lead magnet, loyalty, email sequence and feedback loop.

Sui Records - one idea across the customer journey.



Percentagem.pt - convert data into priorities.

Percentagem.pt

ANALYTICS · SEO · USER BEHAVIOUR · CRO

177,112

IMPRESSIONS

3,360

CLICKS

1.90%

CTR

5.9

AVG. POSITION

WHAT THE NUMBERS MEANT

Visibility had improved dramatically, but click efficiency, mobile experience and measurement quality had become the real growth constraints.

Group project · real website data · 2026

Percentagem.pt - the diagnosis was cross-platform.

Percentagem.pt

SEARCH CONSOLE + GA4 + CLARITY

SEARCH

Page-one visibility; top queries matched the product. Portugal generated 95.6% of Google clicks.

BEHAVIOUR

34 sec avg. engagement and 18% scroll depth were interpreted in context: this is a utility site.

MOBILE

Desktop engagement 48.78% vs mobile 27.61%; 46 sec vs 16 sec average engagement.

MEASUREMENT GAP

5,727 GA4 events but 0 custom calculator conversions. Proposed tracking: submit, calculation type, completion, abandonment and repeated use.

PRIORITY ROADMAP

1 Measure · 2 Improve mobile UX · 3 Grow long-tail SEO · 4 Diversify acquisition beyond Google.

Calumia Studio - growth should match operational readiness.

Calumia Studio

E-COMMERCE · OMNICHANNEL · UX · CAMPAIGN PLANNING

CORE QUESTION

How can a handmade brand grow through e-commerce without losing authenticity, quality or operational control?

CONSTRAINTS

No own online store · founder dependency · limited production capacity

RESPONSE

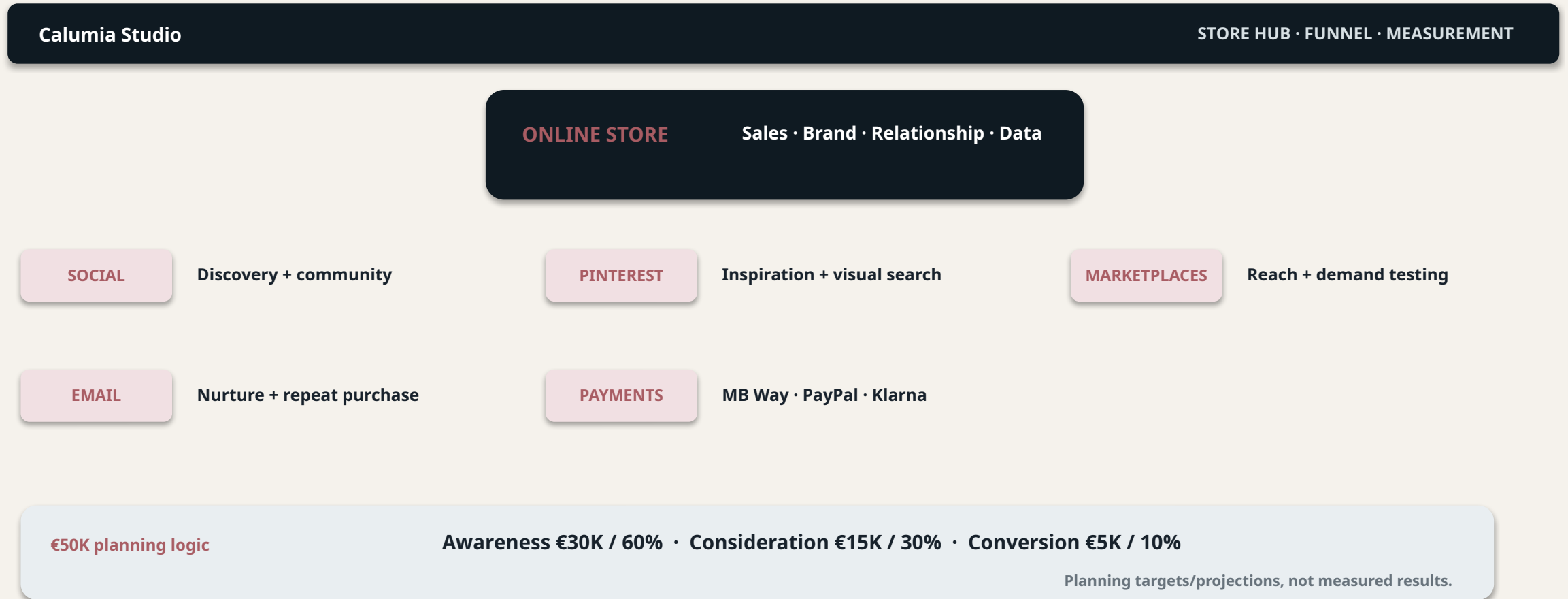
Professionalise first · validate demand · convert · retain

POSITIONING

Premium · emotional · personalised · visually distinctive

Group project · conceptual strategy

Calumia Studio - build the ecosystem before scaling spend.



Corkart - turn industrial know-how into social authority.

Corkart

SOCIAL MEDIA · B2B/B2C · CONTENT · BRAND AUTHORITY

DIAGNOSIS

Strong technical credibility, but content was too institutional and product-led to fully express brand value.

POSITIONING

Inspirational Expertise = technical credibility + sustainability + premium design + Portuguese industrial heritage.

AUDIENCE LOGIC

Architects/designers first · distributors/retail second · premium end consumer as demand creator.

+30%

MONTHLY REACH TARGET

+20%

FOLLOWERS TARGET

4

PARTNERSHIPS TARGET

+15%

WEBSITE TRAFFIC TARGET

Six-month strategic targets - not measured results.

Corkart - every platform gets a distinct strategic role.

Corkart

CHANNEL ARCHITECTURE · CONTENT SYSTEM · MEASUREMENT

INSTAGRAM

Aspirational portfolio

Brand image + interest

LINKEDIN

Technical authority

Credibility + sales support

YOUTUBE

Knowledge library

SEO + B2B support

FACEBOOK

Institutional proximity

Presence + contact

TIKTOK

Humanisation

Organic reach + future audience

Content pillars: product · projects · sustainability · factory/innovation · authority · education · human stories · partnerships

FisioVida - remove friction without losing human care.

FisioVida

CUSTOMER EXPERIENCE · LOCAL SEO · AUTOMATION · PROCESS

BUSINESS PROBLEM

Phone-first booking, paper records and manual follow-up created lost leads, weak data visibility and limited scalability.

DESIGN PRINCIPLE

Technology should feel simple for patients who need reassurance and fast for patients who prioritise speed.

STRATEGIC RESPONSE

Connect acquisition, booking, care, retention and management reporting in one digital ecosystem.

100%

DIGITAL CLINICAL MGMT TARGET

+15%

MONTHLY CONSULTATIONS TARGET

1

MONTHLY MANAGEMENT DASHBOARD

Transformation targets defined in the project - not measured results.

FisioVida - redesign the journey around continuity.

FisioVida

DISCOVER → RETURN

01

DISCOVER

Google · Maps · reviews

02

EVALUATE

Website · proof · content

03

BOOK

Online / WhatsApp 24/7

04

EXPERIENCE

Digital record

05

RECOVER

Reminders · exercises

06

RETURN

Reactivation · community

CONVERSION

Website + clinical system · Local SEO · Google Business Profile · WhatsApp · reviews

RETENTION

24h reminders · exercise support · re-engagement · community

MANAGEMENT

Occupancy · profitability · retention · demand source · no-shows · admin workload

What the work actually proves.

A capability only appears here when a case provides concrete evidence for it.

STRATEGY

Sui Records: positioning gap and omnichannel model

Calumia: phased growth logic

SEO / SEARCH

Percentagem: intent, CTR and long-tail priorities

FisioVida: local SEO / GBP

E-COMMERCE

Calumia: store as commercial/data hub

Sui Records: website as editorial + conversion hub

CUSTOMER EXPERIENCE

FisioVida: journey redesign + retention

Calumia: demand aligned to fulfilment

ANALYTICS

Percentagem: Search Console + GA4 + Clarity

FisioVida: management dashboard logic

CONTENT / SOCIAL

Sui Records: content roles across journey

Corkart: channel architecture + cadence

UX / CRO

Percentagem: mobile friction + tracking plan

Calumia: trust + mobile-first store

AI / AUTOMATION

Sui Records: task-based AI + validation

FisioVida: reminders + reactivation

Positioning: analytical enough to read data, commercial enough to understand the business, customer-focused enough to improve the experience.

Applied learning, with clear boundaries.

Digital tools below come from postgraduate project work unless professional use is stated.

POSTGRADUATE

Marketing & Digital Strategy · 2025-2026 · 17.8/20 · EQF Level 6

BACHELOR

Tourism · Portalegre Polytechnic University · 2009-2014

ANALYTICS

GA4 · Search Console · Microsoft Clarity

SEARCH

SEO · SEM · Google Ads · paid traffic

EXPERIENCE

CRO · A/B testing · UX/UI · customer journey

GROWTH

E-commerce · omnichannel · content · social media

AI

Generative AI · AI-assisted research and production

PROFESSIONAL

ERP · Excel · reporting · PowerPoint · process optimisation

Professional boundary: no professional CRM experience is claimed.

A simple way of approaching marketing problems.

The same pattern appears across the five cases - from analytics to customer experience.

01

DIAGNOSE

Understand the business problem, audience, constraints and available evidence.

02

PRIORITISE

Choose the decisions that matter most instead of producing a long list of tactics.

03

DESIGN

Connect channels, content, experience and operations into a coherent system.

04

MEASURE

Define KPIs and tracking that reflect the real customer or business action.

The aim is not to look busy. It is to make the next decision clearer.

Ready to turn applied work into professional experience.

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SELECTED CASES

01 Sui Records

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Five cases covering strategy, analytics, e-commerce, social media and customer experience.

Full individual case studies available separately.