

# Do you need to make something happen?

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Curriculum Vitae  
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## Overview

- 10 years as an independent consultant, managing projects, in London and Europe, for clients and agencies;
- 9 years as client and project director on a wide range of sectors for brand communication consultancies, London;
- 4 years working as media and events manager in Lisbon, for charity and commercial organisations;
- Prince2 qualified. Graduated in Marketing Communications and completed a 3 year graphic design course in Lisbon

## Key strengths

Making things happen | Anticipating processes and ensuring the detail is covered, whilst keeping true to the big picture | Building sound relationships and getting the best out of people | Having fun along the way.

**March 2005 to present** Independent project manager and account director - managing a diverse range of projects directly for clients and on behalf of agencies:

## Working with clients

### The Institute of Directors

Member and guest experience programme manager. Responsible for core projects under the 'Receive' programme, namely:

- reception hall refurbishment
- member and guest management new system
- new reception and front of house staff uniforms
- new signage system for 116 pall mall
- rebranding of the IoD

### National Savings and Investments

Managing the full audit, review, cataloguing, re-write and operational implementation of customer correspondence, across all products (over 3,000 letters).

### Talk for Health

New mental health project in the Borough of Islington. Managed some of their workshops and provided consultancy on programme planning, comms strategy, business processes and database management.

### WC1 (UK)

Managing the opening of this new retail concept on Oxford Street, opened Dec. 06 - coordinating design & build, communications and PR, product sourcing and production, service contracts procurement, IT systems. Total budget: £2M.

### Lloyd James

Implementing a new job costing system, including the definition of all 'nuts and bolts' such as hourly rates, key cost activities and expenses categories. Managed the purchase, installation, roll-out and staff training.

## Working with agencies

### Langmaid Practice | VISA

Managing the planning, implementation and analysis of three 2-day consumer workshops in the UK and Germany. The workshops aimed to unearth insights into people's transactional attitudes, to support VISA's new product development.

### Langmaid Practice | L'OREAL

Managing the planning, implementation and analysis of two 2-day consumer workshops London. These insight workshops aimed to understand women's attitudes to ageing and ageing products, to inform the new Laser Renew positioning and advertising campaign.

### Conran Design Group | Acelity

Naming and Branding for the global merger of three multi-national pharma companies.

### Ziggurat Brands | Berkeley Homes

Brand creation and implementation across all marketing collateral for a new luxury development, One Tower Bridge. Coordinated the agency's internal and external resources, as well as the client and its own suppliers, such as architects and interior designers, in order to deliver a sales toolkit to the highest standards and within challenging timelines.

### Airside | BBC Asian Network

Project managing the redesign of the network's 29 show pages, in keeping with existing BBC AN brand guidelines, but allowing for each show and DJ's individuality to shine through.

### Promise Communispace, ongoing client

Project managing several corporate projects on behalf of the agency, namely: customer insight, strategy development and new identity for a global Infrastructure Fund Manager; the development and implementation of the ebookers European

**Personalshipper.com, 2006**

Project managing the launch of a new online business start-up. Mostly in charge of overall project launch milestones and marketing.

**Calouste Gulbenkian Foundation, Lisbon**

Managing the Foundation's digital communications, which includes the Foundation's Institutional site, as well as up to 20 sites associated to different departments and services. Defined and implemented a strategy for unifying the brand image across all sites.

**Portugal Telecom, Lisbon**

Consultancy and project management with the Investor Relations department: defining their corporate reporting long-term strategy and managing the 2005 Annual Report. Ongoing proof reading of the English versions.

**Deloitte Portugal, Lisbon**

Managing the company's internal communications. Implemented their new graduate recruitment strategy for 2006.

brand guidelines; a global customer insight and strategy development for the World Gold Council; the development and set-up of consumer online communities for Sony Music UK and Virgin Media.

**Head London | RBS**

Project managing the concept creation, development and implementation of two new B2B online applications for the Royal Bank of Scotland.

**Sprout TV | McKinsey & Co.**

Acting as Project Manager on behalf of the agency. Managing the design and production of McKinsey & Company's Values Day 2008 pack, which included 3 brochures, 4 team activities, Values Day Movie and display box. Managed and coordinated the external design agency, external brand consultant, video production company and the client, who was split between the UK and US.

**Alan Bates | ATC funds**

Managing ATC Funds re-branding including pitch presentation in Amsterdam; strategy development and full implementation across online and offline applications, for 17 global offices.

**Carnegie Orr | TUI Travel**

Acting as Account Director on behalf of the agency. Managing the research, development and rollout of Tui Travel PLC new Vision and Values, following the merger between First Choice plc and Tui Tourism (Thompson).

**Jan'04 – Feb'05 Radley Yeldar, Account Director**

Joined to work closely with the new Head of Brand Communications to grow the new branding department. Contributed to the definition of the department's strategy, helped recruiting to grow the team and invested a lot of effort in building bridges between the new team and the rest of the company (70 people).

On a daily basis, contributed to the financial success of the department by running some of the biggest accounts and winning new business. Clients included The Story Museum (brand identity), John Frieda (npd, consumer research, marketing, corporate identity), Crown Estates (Branding) Chubb Insurance (visual language).

**Sept '03 – Dec '03 The Workroom, Account Director**

In charge of client services and project management, implemented best practice and project reporting processes. Lead pitches and supported project managers on daily running of projects. Responsible for a variety of clients such as Reckitt Benckiser (CSR, online, corporate reporting) and the Medical Research Council (brand communications).

**Feb '00 – Sep '03 Fitch:London (formerly BamberForsyth), Associate Account Director**

As part of the branding team, developed long-term and robust relationships with clients, which led to several new business projects. Also managed large-scale identity projects that contributed to an in-depth understanding of implementation strategy. Clients included:

- Transport for London (Overground Network branding, research and implementation across 4 pilot rail routes)
- Zurich Financial Services (full brand re-positioning; literature system and tone of voice for both b2b and consumer comms)
- Emap (plc identity, visual language and guidelines; The Box and SmashHits identities)
- Nirex (identity, visual language, corporate brochure and brand guidelines)
- Amec (identity, implementation and guidelines)
- GuinnessUDV (identity and online guidelines)
- Qjump.co.uk (naming and branding for National Express' new online ticketing service)

**Sep '99 – Feb '00 Kysen Design, Account Manager****Jan '97 – Sep '99 Graça Abreu Design (London), Project Manager****Training and education**

2011 – Prince2 Foundation qualification.

1998 – 'Effective Project Management' and 'Successful Negotiation': Design Business Association professional courses.

1991 – '95 Graduated in Marketing and Communication Studies, at Lisbon University, specialising in Advertising, Public Relations and Marketing.

1993 – '96 Graphic Design course, AR.CO College, Art and Communications Centre, Lisbon

**Languages:** Fluent in Portuguese and English. Good understanding of French and Spanish