

PERSONAL INFORMATION



Fernanda Danielle Rodrigues

📍 Al. Dom Afonso Henriques, 9. 2º direito - Lisbon, Portugal

☎ + 351 936 157 188

✉ fernanda.fdr1@gmail.com

<https://www.linkedin.com/in/frodriques12>

<http://fernandarodrigues.ptwsccloud.pt>

Gender Female | Birth date 05/30/1989 | Nationalities Portuguese and Brazilian

PROFESSIONAL EXPERIENCE

Jan '15 - Sep '17 **Regional Strategic Marketing and Communications Specialist**

General Electric / Baker Hughes, a GE Company

Responsible of the whole Marketing and Communications department of the GE Oil & Gas Digital Solutions in Latin America. With the support of an intern, manage, execute and measure results of the department in LATAM, lately working through home office base contract.

Provide Strategic Marketing Projects and Data to drive business decisions, such as:

- Market Sizing calculation, Regional market trends and Competitive Assessments
- Sales staff and Channel Partner (representatives and distributors) coverage analysis
- Strategic Projects and Customers Accounts follow up

Provide Communications and Marketing strategy and execution to support business growth at the Oil & Gas segment and others (Metals, Mining, Automotive, Aerospace, Pulp and Paper, Power gen etc):

- Planning, execution and results follow up of yearly Marketing and Communications plan for Digital Solutions in Latin America: GE days, tradeshow, seminars, online webinars, email marketing, folders development and production
- Remote management of several Latin America suppliers bidding, contract, payment process and execution
- Regionalization of sales tools (folders; brochures; banners; website)
- Follow up and guidance of proactive calling campaigns to new customers
- Generation of US\$1 MM/ year pipeline of orders from Marketing Activities

Jan '13 – Dec '14 **Marketing / Commercial Trainee (CLP - Commercial Leadership Program)**

General Electric

GE program that aims to develop skills to prepare its future leaders through 4 rotations of 6 months:

- 4th rotation: Development of a comprehensive Market Study to GE Digital Solutions Latin America, comprehending: market sizing calculation, competitive assessment and go-to-market recommendations for consistent growth for the following 3 years
- 3rd rotation: Identification and structuring of a sales program to GE Bently Nevada Reciprocating Compressors Condition Monitoring systems in LATAM based on customer surveys feedbacks; internal insights and other regions benchmark
- 2nd rotation: International experience in Houston, TX focused on a global market strategy to promote the GE Digital Solutions products to the FPSOs market (Oil & Gas offshore production platforms)
- 1st rotation: Development of 5 sub-Product Line assessment in order to identify and prioritize specific development gaps in LATAM (strategy, execution, go-to-market focus)

May' 11 – Dec' 12 **Strategic Marketing Intern**

General Electric

Support the General Manager of GE Digital Solutions LATAM during the strategic planning (Growth Playbook), presentation to the Global leadership team, development of different market analysis on the Aerospace; Metals and Automotive segments.

- Aug '12 recognition as internship excellent results: Clear Thinker award

- Dec' 10 – Mar' 11 International College Program participant**
Walt Disney World
Disney World Cast Member during the holidays: Immersion in the company's culture and international experience in parks merchandise stores working as cashier.
- Mar' 10 – Nov' 10 Finance Intern**
Banco Santander
Development of financial reports for the bank Loans Products (sales; costs and Central Bank statistics); Support the staff in the planning of '11 budget and financial goals.
- May' 08 – Dec' 09 Events Trainee, Manager and Director**
FEA Júnior USP
University Junior Enterprise participation as intern; Project Manager; Events Director and Counselor during the first two years of graduation. Directed 6 teams events during 2009, providing strategic guidance, human resources balance and operational support.

EDUCATION

- Sep' 17 – Feb' 18 Digital Marketing & Strategy post-grad** Level 7
Edit, Lisbon, Portugal
- Feb' 08 – Dec' 12 Business Management Degree** Level 6
Universidade de São Paulo (USP), São Paulo, Brazil
- Feb' 04 – Dec' 06 High School** Level 3
Colégio Santa Maria, São Paulo, Brazil

PERSONAL SKILLS

Mother tongue Portuguese

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	LISTENING	READING	SPOKEN INTERACTION	SPOKEN PRODUCTION	
English	C2	C2	C2	C2	C2
Spanish	C1	C1	C1	C1	C1

Tools knowledge

- Advanced Office package: Excel, Word, PowerPoint, Outlook
- Google package: Gmail, Google Docs, Google Drive, Calendar
- SalesForce.com
- Akna, Mailchimp email marketing tools
- Asana, Slack team management tools

ADDITIONAL INFORMATION

Recommendations Check Linked In page: <https://www.linkedin.com/in/frodriques12>

Extra activities

Events volunteer:

- Nov' 17: Web Summit registration team leader at the Airport (Lisbon)
- Oct' 17: Productized Conference speakers liaison and event management (Lisbon)

Social Volunteer:

- Nov' 17 - present: ReFood Penha de França - food separation
- Jan' 14 - Sep'17: sub-regional leader GE Volunteers in São Paulo, Brazil - management of all volunteering events from one office (4 events/ year, recurrent letters exchange program and several donation campaigns)