



# Andreia Silva

Brand, Marketing & e-commerce consultant | freelancer

📍 41069 West, Germany

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## Languages

English

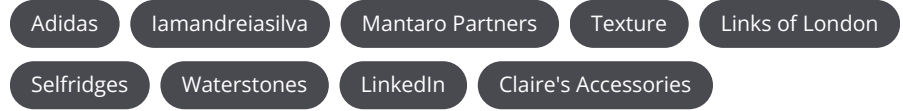
Portuguese

Spanish

## About

Experienced marketing professional with a strong background in brand management and digital strategy. Skilled in customer engagement, team leadership, and driving sales growth. Proven ability to adapt to various retail environments and manage cross-functional teams effectively.

### BRANDS WORKED WITH



## Experience



● **Retail & Digital Marketing Consultant - Stella McCartney**

Adidas | Jun 2023 - Now



● **Global senior retail marketing manager - Running BU**

Adidas | Oct 2022 - Jun 2023



● **Brand Manager**

Mantaro Partners | Sep 2021 - Sep 2022

● **Account Director**

Texture | Feb 2020 - Mar 2021

● **Marketing & Branding Consultant**

lamandreiasilva | Nov 2019 - Now



● **Global Senior Digital Marketing Manager**

Links of London | Jan 2019 - Oct 2019



● **Senior Digital Marketing Manager**

Links of London | Apr 2018 - Jan 2019



● **Digital Marketing Manager**

Links of London | Jun 2015 - Apr 2018



● **Online Acquisition Manager**

Links of London | Apr 2014 - Jun 2015



● **Online Acquisition Assistant Manager**

Selfridges | Jul 2013 - Mar 2014



● **Online Marketing Coordinator**

Waterstones | Apr 2012 - Jul 2013



● **International account planner**

LinkedIn | Oct 2011 - Mar 2012

- **Assistant manager (Retail)**

Claire's Accessories | Oct 2007 - Mar 2011

## **Education & Training**

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2010 - 2011

- **Bournemouth University**

Master of Arts,

2008 - 2009

- **CIM | The Chartered Institute of Marketing**

CIM diploma,

2003 - 2007

- **Universidade de Aveiro**

Bachelor's degree,