

Rita Tavares

Head of Marketing

📍 London, UK

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Languages

English (Fluent)

Portuguese (Native)

About

Creative and results-driven Head of Marketing with over a decade of experience launching and growing brands. Proficient in engagement, community management, and strategic partnerships. Strong at analyzing audiences and aligning PR and Marketing strategies for maximum impact.

BRANDS WORKED WITH

Ankorstore

Kristina Fidelskaya

MARQUES ' ALMEIDA

Mira Mikati

Experience



● Head of Marketing & Ecommerce

Mira Mikati | Nov 2022 - Now



● Head Of Marketing

Ankorstore | Oct 2021 - Oct 2022

Led successful £200K OOH campaigns, driving brand awareness up by +22 points and brand opinion by +41 points.

Implemented effective B2B marketing strategies to increase customer activation and retention.

Amplified market presence at trade shows through targeted mobile campaigns yielding a 0.7% CTR, 15% organic website traffic boost, and 4,400 brand interactions in just 2 days.

● Brand & Marketing Freelance Consultant

| Jan 2021 - Oct 2021

Developed targeted marketing strategies for clients, resulting in increased brand visibility and customer engagement.

Collaborated closely with brand founders to create community building initiatives that fostered loyal customer relationships.



● Head of Brand Marketing

Kristina Fidelskaya | Mar 2019 - May 2020

Successfully rebranded the business, maintaining a consistent tone across all channels and aligning it with the product.

Achieved remarkable results within one year: 50% increase in store footfall and 70% boost in monthly sales.

Secured the brand's first magazine cover in Harper's Bazaar Arabia (Feb 2020). Developed a distinctive brand identity and graphic style.



● Head of Marketing and Brand

MARQUES ' ALMEIDA | Aug 2015 - Dec 2018

Promoted to Head of Marketing & Brand within two years, reflecting exceptional performance and leadership abilities.

Led a dynamic team covering multiple functions including Marketing, PR, E-commerce, Content, Community, and Brand, resulting in streamlined operations and maximized productivity.

Successfully launched the M'A Girls community, driving brand loyalty and empowering customers through inclusive initiatives.



● PR & Marketing Manager

MARQUES ' ALMEIDA | Aug 2013 - Sep 2015

Established and expanded the Marketing/PR/Communications department to drive brand growth.

Executed innovative, cost-effective campaigns to significantly increase brand recognition.

Successfully cultivated relationships and built a thriving community of 200 personal customers within 5 years.

Education & Training

2001 - 2003 ● Universidade Católica Lisbon
MA, Marketing

1998 - 2001 ● Universidade Católica Lisbon
BA, Marketing