

## Experience

Dez 1991

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Set 2015

### IT Specialist

José Alexandre Félix, Lda

My career has been deeply intertwined with Information Technology, dedicating significant efforts towards the implementation of Primavera BSS solutions, as well as providing support within the organization for ERP systems, electronic transactions, and logistics.

Set 2015

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Present

### Marketing Specialist

José Alexandre Félix Lda

Assuming new responsibilities, I transitioned into the role of a Marketing Specialist. In this capacity, I engineered various web-based solutions, notably an e-commerce platform, [jafwinestore.pt](http://jafwinestore.pt), aimed at enhancing product promotion and dissemination. I introduced and operationalized the "Sales Supporter" concept, devising numerous promotional strategies for departmental execution. Additionally, I spearheaded the design and development of packaging for a new product within the organization.

# João Félix

Marketeer

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I am João Félix. My professional journey has transitioned from a focus on Information Technology to a dedication to marketing, especially inbound strategies, in recent years. I advocate for simplicity and cost-effectiveness in marketing, emphasizing strategic thought over financial expenditure. Additionally, I recognize the necessity of adapting marketing approaches to align with the evolving preferences and behaviors of consumers.

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### Link

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<https://www.researchgate.net/profile/Joao-Felix-2>

## Education

Sep 2021

Present

### Industrial PhD

Universidade Portucalense

Set 2015

July 2017

### Master in Marketing

UMAIA: Universidade da Maia

Set 2012

July 2015

### Bachelor in Marketing

UMAIA: Universidade da Maia

## Languages

Portuguese



English



# Resume





# resume

## Awards

Aug 2017

### Best Student Award

Master in marketing  
@ UMAIA: Universidade da Maia  
2015-2017

Set 2018

### Book Published

"From Outbound Into Inbound a Marketing Paradigm Shift". The book explores the shift in consumer behavior due to the internet, urging marketers to adopt Inbound Marketing for survival. It details methods and tools for improving online visibility and highlights the essential digital skills needed for managing web presence and optimizing marketing efforts.

Dez 2023

### Paper Presentation @ICMarkTech'23

Paper presentation at ICMarkTech'23 Marketing Internation conference.

## Skills & Abilities

Adobe Photoshop



Adobe Illustrator



Adobe After Effects



Wordpress



SEO & Analytics



ERP Primavera



Open Innovation



## Short Courses

Nov 2018

Adobe After Effects CC  
@Udemy

Set 2020

Content Marketing  
@Hubspot Academy

Jun 2021

Digital Marketing  
@Hubspot Academy

Nov 2021

Graphic Design Essentials  
@Hubspot Academy

Mar 2022

Inbound Marketing  
@Hubspot Academy

Jan 2023

Google Analytics 4 (GA4)  
@Udemy



## Projects & Publications —

### Application of automatic customer profiling in small companies.

[Link to publication.](#)

### From Outbound into Inbound a Marketing Paradigm Shift.

[Link to publication.](#)

### Open Innovation Strategy: A Systematic Literature Review.

[Link to publication.](#)

### Hyper- Personalization Exploratory study on definition and scope.

[Link to publication.](#)