

## Experience

Dez 1991

-

Set 2015

### IT Specialist

José Alexandre Félix, Lda

For over two decades, I was responsible for implementing and maintaining enterprise systems, including Primavera BSS ERP, logistics platforms, and electronic transaction tools. My work focused on process automation and integration, enabling greater efficiency and responsiveness across departments.

Set 2015

-

Oct 2024

### Marketing Specialist

José Alexandre Félix Lda

After transitioning from IT to marketing, I led the development and launch of the e-commerce platform jafwinestore.pt, significantly improving the online visibility of our wine products. I introduced the "Sales Supporter" concept to foster collaboration between departments and enhance campaign performance. My role also involved brand development, from packaging design to new product launches, ensuring alignment with market trends and evolving consumer preferences.

# João Félix

Marketeer

“

I'm João Félix, a marketing specialist with a background in Information Systems and a PhD candidate in Marketing. I began in IT, later focusing on digital strategy and consumer insights. I value simple, cost-effective solutions and have led projects to improve online presence and engagement through targeted, data-driven marketing.

### Email

joao.cs.felix@gmail.com

### Phone

915 323 659

### Address

Rua Godinho de Faria 875 2ºFrente 4465-156 Matosinhos

### Link

<https://joaofelix.pt/>  
<https://www.linkedin.com/in/joaocsfelix/>  
<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 ICMaTech'23 Marketing International conference.

## Skills & Abilities

Adobe Photoshop



Adobe Illustrator



Adobe After Effects



Wordpress



SEO & Analytics



ERP Primavera



UX Research



## Short Courses

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

Apri 2025

### Interaction Design for eXperience (ID4X) @DeCa Aveiro University

Hands-on microcredential focused on Human-Centered Design, UX prototyping, and user testing methods. Covered design thinking, persona building, lo-fi prototyping (Figma), and user experience evaluation (AXE, SAM scale, Emocards). Final project: Recicla Portugal – an app to promote correct domestic waste separation.

## 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-personalisation in Wine Industry: a Scoping Review

[Link to publication.](#)

