



Flora Valle | The International MBA

READY TO CONQUER THE EUROPEAN MARKET

Flora Valle is a digital enthusiastic and an experienced professional in e-commerce. With an academic background in Business Administration and a post-graduation in Marketing from the Catholic University of Rio de Janeiro, she has supported her professional experience with a Digital Marketing and Digital Strategies specializations by Google and EDIT - Disruptive Digital Education.

Moving from Brazil to Portugal was not only a way to broaden new horizons, but also a manner to develop her personal and professional skills by doing the International MBA by Porto Business School, allowing her to get ready for the Portuguese and European market.

From an early age, Flora has done many international exchange programmes which allowed her to have experiences in different countries and cultures given her a true sense of multiculturalism. In addition to Portuguese, Flora is fluent in English, knows some Italian and has studied Spanish.

Her professional background reflects her personality and her enthusiasm towards digital. As a Marketing Analyst in the largest e-commerce company in Latin America (Americanas.com), she was able to improve her skills by developing client's interaction with the brand, by real-time monitoring of sales and other main KPIs focused on daily targets. Also, she was responsible for the development and implementation of marketing strategies, from the planning stage, to the execution and management of the relationship in CRM campaigns.

ACADEMIC BACKGROUND

2021	International MBA Porto Business School Porto
2019	Marketing Post-Graduation Pontifícia Universidade Católica do Rio de Janeiro
2018	Digital Marketing & Strategies Edit Disruptive Digital Education Porto
2017	Business Administration Pontifícia Universidade Católica do Rio de Janeiro

TIMELINE

2018 - 2020	Marketing Analyst Americanas.com (Brazil)
2018 - 2018	Account Manager Indexa Network (Brazil)
2016 - 2017	Marketing Intern GreenPeople (Brazil)
2016 - 2016	Marketing Intern SC Johnson (Brazil)

LIKES & CURIOSITIES

Traveling / Sports / Hanging out with friends / Spending time with my dog / Going to the beach

PHONE

+351 937249723

EMAIL

ftcvalle@gmail.com

LINKEDIN

linkedin.com/in/flora-valle

NATIONALITY

Brazilian

LANGUAGES

Portuguese / English / Spanish

TOP STRENGTHS

Resilient / Facilitator / Curious /
Team player / Detail oriented

FUTURE PROFESSIONAL INTERESTS

Customer Relationship and
Experience / E-commerce / Fintechs
/ Marketing / Innovation &
Technology

Contact us

Contact Career Services Team to know better our MBA graduates:

T. +351 22 042 50 35/43 E. career.services@pbs.up.pt