



MARGARIDA GIRÃO

During my growth as an adult I remained focused on my childhood career aspirations: to be a visual artist and to work in communication fields targeting innovation and justice. Companies that have a reason to exist over and above making a profit make greater impact in society. "Purpose is an incredibly powerful thing." *
I want to be part of that change.

EDUCATION

BSTC (HONS)

Digital Communication & Multimedia

University of Aveiro, PT
Graduated in 2000

ERASMUS MUNDUS MASTERS

Journalism

Pontifical University of Salamanca, ES
1997

SKILLS

Technical

Asana
Monday
Photoshop
InDesign
After Effects Office
Knowledge of HTML and CSS, along with understanding web technologies

Hands On

Supportive leadership
Social awareness
Making abstract ideas concrete
Organization
Attention to detail

EXPERIENCE

2020 - NOV 2022 | GLOBALPROUD DIGITAL MEDIA GROUP | LISBON

Web Project Manager

- Management of the entire life cycle of websites and e-commerce sites.
- Head of project of the MYKUBO.COM - an editorial site and online marketplace that brings together artists and brands based in Portugal: web architecture, content creation and artists relationship management.
- Ability to work and to lead a multidisciplinary team: webdesigners + copywriters + videographers + developers.

2021 - NOV 2022 | MILENAR + GLOBALPROUD DIGITAL MEDIA GROUP | LISBON

Head of Communication

- Content creation and moderation of the websites and online journal.
- Social media management of all in-house projects.
- Copywriting: websites and social media.
- Ability to work and to lead a multidisciplinary team: designers + copywriters + metric analysts.

2020 - 2021 | QUASE AGENCY, GLOBALPROUD DIGITAL MEDIA GROUP | LISBON

Creative Director

- Creative direction in branding: concept ideas for the photoshoot and online campaigns for the new collections of Cubanas, a portuguese shoes brand.
- Set design and decor for a fashion pop up store.

2010 UNTIL PRESENT | SELF-EMPLOYED | WORLD

Visual Artist

- Art as a tool for Social Inclusion:
 - Artistic collaborations with prisoners from the Prison Establishment of Linhó, Lisbon.
 - Creative activities with the youth community from Bairro Padre Cruz, the biggest social housing neighbourhood of the Iberian Peninsula.
 - Documenting and working with locals from remoted and isolated villages of Portugal.
- Illustrator for portuguese and international clients such as Condé Nast, Ad Week, Abril publishers, Expresso newspaper, Sociedade Ponto Verde, Durex.
- Collage Workshops: organization, logist and activity for team-building groups; art festivals such as SERRALVES with over 150 participants; and workshops for small groups.

* quote from Do Purpose book, DO BOOK Co publishers



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HIGHLIGHTS

2017

Women Entrepreneurship Program

Selected for Women Win Win, a one-year mentoring program that connects women and business.

Main focuses of the program: to develop management skills, define strategies in making critical decisions. Improve the ability to structure, plan and prioritize.

JAN - SEP 2012

South-America Experience

Moved to São Paulo to find a job, ended up travelling around Brazil, Argentina, Chile, Bolivia and Peru by bus. Simultaneously, working as illustrator for European clients.

VOLUNTEERING

2005

SOS Animal, Animal Welfare

Design site and photography

2002 - 2003

University Center for Faith & Culture

College Lecturer. Tutoring lessons to young people from a social housing neighborhood.

1996 - 1998

Radio & Cinema Students Club, University of Aveiro

Collecting data for the news and organizing events.

EXPERIENCE CONTINUED

2009 - SEP 2011 | HAVE A NICE DAY (HAND) PUBLISHERS | LISBON

Editorial Designer

- GINGKO magazine: the main themes were related with green economy and sustainability as a business and lifestyle. Stories of those who are committed in doing small steps to make big changes.
- I AM A BRAND collection: sharing the story and stories of companies, such as Seat, EDP, Intermarché and Licor Beirão. Partnership between HAND and the SIC broadcast Imagens de Marca program.

2002 UNTIL PRESENT | EAST-TIMOR + PORTUGAL

Graphic & Web Lecturer

- Technical professional schools
- Youth Communities from social housing neighbourhoods of Lisbon.
- University of East Timor, Dili (through the Foundation of Portuguese Universities).

2004 - JULY 2005 | UNIVERSITY OF AVEIRO | AVEIRO

Interaction Multimedia Designer

Development of a multimedia application to promote early communication skills in children with cognitive impairment - project from Communication and Arts Department, University of Aveiro.

2000 - 2016 | SELF-EMPLOYED | WORLD

Web Designer

For 16 years worked as webdesigner with clients based in Portugal, USA, Sweden, Italy, England, Jamaica and Israel. Website design development, copywriting and implementation in HTML and Wordpress.