

BEATRIZ VENTURINI

Event Planner | Marketeer | Travel Consultant

As a marketing graduate, my professional journey unexpectedly led me into the exciting world of events, and it's a path I've come to deeply embrace. What brings me the most joy is the direct interaction with clients, navigating their needs, and curating experiences that leave a lasting impact. While I'm more accustomed to organizing corporate events, I'm equally comfortable planning personal ones. In addition to my expertise in event management, I'm also a travel consultant specializing in tailor-made VIP trips in Portugal.

Now, fueled by a desire for new horizons, I am eagerly looking forward to advancing my career beyond the borders of Portugal. I am in search of a vibrant international setting where I can not only contribute my skills but also continue to learn, evolve, and cultivate meaningful connections in a dynamic professional environment.

EDUCATION

Bachelor Applied Communications: Marketing, Advertising and Public Relations, at Universidade Lusófona - Centro Universitário Lisboa in 2019

Postgraduate Marketing and Brand Strategies, at Universidade Lusófona - Centro Universitário Lisboa, in 2021

EXPERIENCE

Jan, 2023 - Present

Tours For You, Lisbon

Event Planner

- Successfully engaged with 10+ clients simultaneously at various stages of proposals, ensuring personalized attention and tailored solutions;
- Expertly crafted event and travel proposals, resulting in an average annual revenue increase of 25% during the first year;
- Collaborated seamlessly with internal teams to manage reservations with a 98% accuracy rate, demonstrating meticulous attention to detail.
- Coordinated on-site events, overseeing the successful execution of logistics and managing coordination with over 50 participants for each event.
- Led and executed financial responsibilities, comprising 15% of overall duties, encompassing contracts, payments, and invoicing.
- I stepped in to support the Travel Consultants department as needed, facilitating a 15% increase in revenue from high-end clients.
- Proven track record of handling diverse responsibilities with strong interpersonal skills, showcasing effective communication both internally and externally.
- Played a key role in designing one of our main client documents, resulting in a remarkable 70% improvement in readability and accessibility. This initiative enhanced the overall client experience by providing clear and easily understandable information.

Oct, 2020 - Dec, 2022

CeiED | Lisbon

Communication Manager

- Managed the center's social media, implementing strategies and creating engaging content that led to a significant 20% growth across platforms.
 - Organized investigator project events, overseeing a mix of 60% online (300+ participants), 30% hybrid (300+ participants), and 10% in-person events (70+ participants) throughout the school year.
 - Handled the weekly newsletters, ensuring timely curation and distribution, resulting in an impressive 45% average open rate and a 4% click-through rate.
 - Demonstrated strong communication skills in academic settings, both written and verbal.
 - Proficient in social media and event coordination, building positive relationships with university stakeholders.
 - Effectively showcased achievements through organized means.
-

EXPERIENCE

Feb, 2020 - Aug, 2020

Turismo de Portugal, London

Press & Communication Intern

- Kept a close eye on the pandemic, providing regular summaries for both Portugal and the UK.
- Conducted research and analysis on media trends to inform effective communication strategies.
- Curated content for a UK journalist newsletter, achieving an impressive 25% average opening rate.
- Coordinated communication efforts, collaborating with stakeholders and crafting materials.
- Produced two weekly reports, offering insights from research and analysis to enhance communication strategies.
- Possess strong bilingual communication skills and familiarity with media relations.
- Proficient in summarizing complex information effectively.

Jul, 2019 - Dec, 2019

LACS, Lisbon

Marketing Intern

- Provided daily support to the Marketing Director, assisting in their tasks.
- Produced design materials, creating or modifying around 30 pieces based on existing designs.
- Contributed to newsletter production, achieving a commendable 20% open rate.
- Assisted in organizing approximately 3 events within a 6-month timeframe.

LANGUAGES

- English: Fluent
- Portuguese: Native
- Spanish: Understand and have ease in learning
- French: Need to relearn, but had 3 years of classes

FUTURE ENDEAVORS AND CAREER ASPIRATIONS

- Aspire to relocate abroad for personal and professional growth.
 - Seek new horizons and recognize the invaluable experiences offered by an international setting.
 - Plan to invest in education to advance knowledge and skills.
 - Recognize the limitations in Portugal for personal and educational growth, making relocation a strategic step.
 - Intend to invest in online courses and pursue a master's degree.
 - Focus on gaining expertise in investment strategies through education.
 - Set the stage for professional development and future financial endeavors.
 - Aim to leverage acquired knowledge for significant investments in the next decade.
 - Combine education insights with practical experience for navigating financial markets.
 - Contribute to long-term financial success through informed investment decisions.
 - Embrace challenges and opportunities in this exciting chapter of career growth.
-