

WINDHOEK
PAULO
Coelho

1984

DIGITAL & MARKETING MANAGER

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@pc7nam



☆ 04 OCTOBER 1984 ♂ MARRIED 🚗 CODE B

Education

- 2003** Matriculation (Delta Secondary School Windhoek)
- 2004 - 2005** Diploma
International School of Hotel Management (Brazil)
- 2006 - 2009** B.A. Honours Degree
Media Communications
- 2014 - 2015** Various Short Courses
Website SEO; Google adwords; Social Media
- 2023** Certificate
Oil and Gas Management Duke University (US)
- 2025** Certificate
Data and AI Management Responsibility

Work experience

- 2005 - 2006** Safari Court & Hotel
Assistant Banqueting Manager
- 2007 - 2009** LightEdge Technologies
Sales Executive
- 2009** Adforce DDB
Account Executive
- 2009 - 2014** Namibian Broadcasting Corporation (NBC)
MC, TV presenter & Personality
Part time
- 2009 - 2020** Trustco Group Holdings (Marketing)
2009 - 2010 Copywriter
2010 - 2011 Promoted Supervisor
2012 - 2015 Promoted Head Brand Manager
Insurance, Property, Life & Air Services
2015 - 2020 Promoted Head Brand Manager
Insurance, Banking and Finance Segment - Group
- 2020 Present** FoxGlove Digital cc - Namibia
Managing Director
- February 2021 Present** National Petroleum Corporation of Namibia (NAMCOR)
Manager: Marketing, Communication and PR.

About me

Paulo is a well seasoned Digital Marketing and Branding Manager with over 18 years of experience. He has exceptional marketing and communication skills, he has a strategic mindset and is comfortable working independently.

He has a wealth of experience in being at the heart of building the brand in a new vertical and deriving maximum impact from its strategy and execution. He is able to simplify the complex and always deliver clear, relevant and creative copy.

Paulo is a guardian of brands and ensures that each brand resonates with current and potential customers; he draws on consumer research data and market trends.

He has worked on multiple projects simultaneously, with the ability to prioritise deadlines and builds brand at both local and global levels. He demonstrates meticulous attention to detail and boasts a proven track record in delivering campaigns across diverse formats.

He has experience in devising critical path decisions to ensure the overall success of the branding and marketing campaigns, including being on time, within budget and with an exceptional level of quality.

A cornerstone of his success is his ability to communicate, influence and build trust across multiple stake-holding groups.

Professional Skills

- ● ● ● ● Brand Development
- ● ● ● ● Familiar with Creative Process
- ● ● ● ● SEO & Copywriting
- ● ● ● ● Campaign Management & Execution
- ● ● ● ● Strategy Development
- ● ● ● ● MS Office Suite
- ● ● ● ● Social Media Marketing & Management
- ● ● ● ● Time, Project & Team Management
- ● ● ● ● Events Management
- ● ● ● ● Innovative Thinker
- ● ● ● ● Budgeting & project administration

Notable Mentions

- 📣 Project Manager
Red Bull Neymar Jr's Five • Africa 5 Championship
- 🎤 MC & Public Speaker
- 😊 Stand-up Comedian
- 🚁 Commercial Drone Pilot
- ⚽ Ramblers Football Club
Player, Youth Coach & Exco Member since 2014
- ⚽ Windhoek Social Soccer League
Founder
- ⚽ Patriots Futsal Team
Owner / Operator
- 👤 Board member
African Institute for Entrepreneurship

Language

- ● ● ● ● English
- ● ● ● ● Portuguese
- ● ● ● ● Afrikaans
- ● ● ● ● German