

Anelise Longo

Business & Marketing Consulting - Brazil and UK

Anelise Longo

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Summary

I have been working in sales, marketing and business management for over 10 years. I hold a MBA in Business Administration from FGV Management, in addition an extension in Harvard Methodology Negotiation at FIPE/FEA-USP. Amongst the sectors I have worked are travel, hospitality, events and retail.

Experience

FOHB: Hotel Chain Association - Business Development Manager NOV 2015 - NOV 2017, SÃO PAULO - BRAZIL

- Planning and implementing new department within a business, development portfolio of products, planning annual calendar, mapping, defining and managing processes and KPIs.
- Leveraging partners and sponsors funds for the business – projects funds leveraging with increase of 222% and as well as business database by 900% in the first year.
- Lead discussions with partners and prospects to define partnership models. Manage the entire agreement cycle by closely coordinating with Legal, Finance and other stakeholders.
- Researching markets to identify opportunities for events.
- Member of the Management Board of the Brazilian Hotel Chain Association, in addition, also a member of committees and groups composed of C-Level and managing directors across 15 sectors within the Hospitality and Tourism Industry.
- Leading projects sponsored by Avianca, Saint-Gobain, 3M, Nestlé, GRI Club, TOTVS, HRS, HSMIAI, JLL, Reed Exhibitions, among others.

Visit São Paulo - Marketing & Account Manager

FEB 2013 - NOV 2015, SÃO PAULO - BRAZIL

- Key account manager for over 700 clients
- Leveraging funds and sponsorship: educational projects, designing and delivering events to promote networking and businesses partnership, international trade fairs, institutional magazines editorials, technical publications and newsletter
- Leading projects linked to the São Paulo promotional brand - souvenirs with the theme São Paulo is all the best
- Developing new trade market channels: São Paulo promotional brands - Visit São Paulo, São Paulo is all the best
- Sales: Online media, OOH media, advertising, technical and promotional publications

- Promoting business partnerships with companies, cultural organisations, city halls, tourism bureau and CVBx
- Corporate communication, bulletins, communiqués and invitations (newsletters)
- Commercial proposals and contracting management, annual planning, indicators and KPIs
- Mentoring hospitality teams

Inoar - Marketing Project Manager

MAY 2012 - OCT 2012, SÃO PAULO - BRAZIL

- Dealing with national and international distributors and professionals in Brazil and Italy
- Coordinating magazine advertisements (ESTETICA ITALIA), labels, off-line publicity material - Italian Market
- Managing and executing all major events for the company
- Planning the entertainment programme, schedules
- Organized the 8th Festival Ikesaki 2012, Launch of new line in progressive hair treatments, Beauty Fair 2012- Directed videos and photo shoots (hiring services, costumes, casting, follow-up, coordination)
- Video production: product launches (new line in progressive hair treatments) and step-by-step with Helô Pinheiro
- Follow up and coordination: marketing campaign for a new line of progressives: Argan, Apple Jelly and Brazilian Afro- Experience in communications projects and suppliers management (advertising agency and press relations)
- Drafting briefings for agencies, approval and follow-up of marketing activities and campaigns
- Manage all company news

Education

FIPE/FEA-USP - Executive Education

FEB 2017 - FEB 2017, SÃO PAULO - BRAZIL

Harvard Methodology of Negotiation

FGV Management - Master of Business Administration

APR 2012 - APR 2014, SÃO PAULO - BRAZIL

Business Management

University of Marília - Bachelor

FEB 2002 - DEC 2007, MARÍLIA - BRAZIL

Tourism and Business Administration

Organizations

Member of the Brazilian Chamber of Commerce in Great Britain and ITALCAM: Italian Chamber of Commerce in Brazil.