

THAMIRES DE SOUZA

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PROFESSIONAL SUMMARY

Marketing & Category Performance professional with 9+ years of experience in FMCG and pharmaceutical companies across Brazil and Europe. I support Marketing and Key Account teams by translating market and consumer insights into actionable strategies, enabling effective go-to-market execution, commercial activation, and category growth.

Strong expertise in syndicated data (Nielsen, Kantar, Mintel, Euromonitor), dashboard development (Power BI, Tableau), market intelligence, category analysis, and cross-functional stakeholder management. Proven track record of supporting Marketing, Sales, Trade Marketing, and Key Account teams through data-driven insights and performance monitoring.

EDUCATION

Postgraduate degree in Master of Consumer Experience Management | ESPM, School of Advertising and Marketing, Brazil | 2022 – 2024

TECHNICAL SKILLS

- **BI & Analytics Tools:** Power BI, Tableau, MicroStrategy, Advanced PowerPoint and Excel, SQL, Python, SAP S4/Hana
- **Market & Syndicated Data:** Nielsen, Kantar, IQVIA, Ipsos, Mintel, Euromonitor
- **Commercial & Digital Analytics:** Sales KPI tracking, Perfect Store metrics, revenue analysis, CRM exposure
- **Languages:** Portuguese (Native), English (C1), Spanish (C2)

CORE COMPETENCIES

- Consumer & Market Insights
- Category & Commercial Analytics
- Cross-functional Stakeholder Management
- Data Visualization & Storytelling
- Leadership, Collaboration, and Strategic Thinking
- Trade Marketing, Commercial and Go-to-Market Activation
- Customer Experience and Consumer Journey Mapping
- Data-driven Decision Making

PROFESSIONAL EXPERIENCE

TETRA PAK PORTUGAL – Carnaxide, Lisbon, Portugal

Marketing Expert for Beverages Category | Temporary contract | September 2024 – September 2026

- Consolidate and analyze syndicated market data for the beverages segment (Nielsen, Kantar, Mintel, Euromonitor), customer information, and competitive intelligence to identify growth opportunities, risks, and emerging category trends across Iberia.
- Translate complex market and commercial data into actionable recommendations for Marketing, Sales, and Key Account stakeholders.
- Support and active customer interaction by delivering category performance analysis, market context, and actionable insights that strengthen strategic partnerships and drive sustainable growth.
- Develop and maintain Power BI dashboards and automated reporting solutions, ensuring KPI consistency, data quality, and business visibility.
- Partner with external data providers and internal stakeholders to improve data governance, reporting accuracy, and market insight generation.
- Coordinated cross-functional alignment with Nielsen, external partners, and internal stakeholders, ensuring methodological consistency and preventing distortions in market insights.
- Support strategic business decisions through category performance analysis, customer insights, market sizing, and commercial opportunity assessments.

- Collaborated cross-functionally in a two-day Innovation Workshop with leading juice manufacturer Sumol+Compal in Portugal in 2025.

DANONE - Sao Paulo, Brazil

Shopper Insights Analyst for Specialized Nutrition and Dairy category | Jun 2023 - Set 2023

- Analyzed market, shopper and category data to identify performance drivers, commercial opportunities and category growth initiatives.
- Delivered recurring market intelligence reports and strategic recommendations to Category Management and Channel Strategy teams.
- Supported cross-functional stakeholders with insight generation and business performance monitoring to improve commercial decision-making.

VIGOR ALIMENTOS (Grupo Lala, a leading Mexican food company specializing in dairy products) - Sao Paulo, Brazil

E-commerce and Trade Marketing Analyst for Dairy category | Jun 2022 - Jun 2023

- Contributed to the positioning of key Dairy products in the Brazilian market, supporting marketing and commercial strategies to strengthen brand presence and category performance.
- Led go-to-market (GTM) execution for new protein product launches on online channels, ensuring strong visibility, availability, and competitive positioning across e-retail platforms.
- Managed trade marketing and operational logistics, including order management and coordination with B2B clients (major retailers) and pure players (last-mile platforms).
- Collaborated cross-functionally with Marketing, Sales, and external partners to ensure aligned execution of campaigns, product launches, and promotional strategies across online channels.
- Owned and managed key brand activation projects, including the presence of newly launched products at Taste São Paulo Festival, driving consumer engagement and brand visibility.
- Built performance dashboards (Power BI, Tableau) to monitor KPIs, category evolution, and campaign effectiveness, enabling data-driven adjustments to commercial initiatives.
- Optimized digital product content and category pages using SEO best practices (keywords, titles, descriptions, and search ranking optimization), improving product visibility across e-retail platforms.
- Merchandising alignment with Perfect Store standards contributed to +60% online revenue growth in a year and +95% improvement in execution score.

EXTRAFARMA (leading pharmaceutical retail chain in Brazil, part of Pague Menos Group) - Sao Paulo, Brazil

Junior Digital Channels Analyst for FMCG-related categories | Jun 2021 - May 2022

- Supported digital channel growth through marketplace partnerships (iFood, Rappi), optimizing product visibility and promotional performance across digital platforms, across 300+ stores.
- Developed KPI dashboards and performance reports using Power BI.
- Monitored digital marketing and SEO performance indicators, including traffic, conversion, and campaign performance, identifying sales gaps, search visibility opportunities, and portfolio risks.
- Developed and delivered internal training materials and practical guides to drive digital transformation, supporting stakeholders, e.g., pharmacists across 300+ stores in adopting digital channels, tools, and processes.

ADDITIONAL EXPERIENCE

Oficial Farma (fast-growing online pharmaceutical retailer in Brazil) - *Product Administrative Assistant* | 2021

Zurich Thermoplastics (manufacturer to B2B and public sector clients in Brazil) - *Government Sales Assistant* | 2017 – 2020

Legrand (global leader in electrical and digital building infrastructures) - *Corporate Communication Intern* | 2015 – 2016

CERTIFICATIONS

- Marketing Analytics for Business and Net Revenue Management (FMCG case) - DataCamp (2026)
- Decision Making and Problem Solving - London School of Business Administration (2025)
- Shopper knowledge applied to Trade Marketing - ESPM São Paulo
- Brand Management and Corporate Reputation by FGV - Fundação Getulio Vargas (FGV Sao Paulo)