



João Miguel Lopes

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NATIONALITY

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BIRTH DATE

14th October 1975

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(I declare my consent to be contacted through this email)

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1. Work Experience

POSITION. Professor Degree in Information Systems Management

COMPANY. Portucalense University

PLACE. Porto

From January 2014 - ongoing

POSITION. Professor Postgraduation in Digital Marketing by IPAM-IADE modules Digital Branding and Webcopy

EMPRESA. European University - Laureat International

PLACE. Porto, Aveiro and Lisboa

From September 2010 - ongoing

POSITION. Coordinator of the Advanced Digital Marketing Programme by Ipam in Porto

EMPRESA. Universidade Europeia - Laureat International

PLACE. Porto

De september 2015 - ongoing

POSITION. Coordinator of CTSP (University Vocational Course) in Digital Marketing by IPAM Aveiro

EMPRESA. Ensigest

PLACE. Aveiro

From September 2014 to December 2015

POSITION. Diretor of Digital Strategy Marketing

EMPRESA. Brandtellers Studio

PLACE. Aveiro

From March 2014 to May 2016

POSITION. Coordinator of the Special Program in Digital Marketing IPAM in Aveiro

EMPRESA. Ensigest

PLACE. Aveiro

From January 2013 to December 2013

POSITION. Education Trainer Course Transmedia Storytelling
EMPRESA. ANJE
PLACE. Porto
From March 2015 - ongoing

POSITION. Associate / Corporate board Marketing
EMPRESA. DREAMLAB Development and Consultancy in
Multimedia
PLACE. Aveiro
From February 2001 to March 2013

POSITION. Marketing Manager
EMPRESA. NG Oficina de Porcelanas (Porcelain shop),
LEVIRA Group
PLACE. Aveiro
From September 1998 to January 2001

2. Scientific and Pedagogical Coordination and Guidance

POSITION. Coordinator University Vocational Course in Digital Marketing at IPAM Aveiro
EMPRESA. Laureat International
PLACE. Aveiro
From January 2014 to December 2015

POSITION. Coordinator Special Program in Digital Marketing at IPAM Aveiro
EMPRESA. Ensigest
PLACE. Aveiro
From January 2013 to December 2013

3. Academic Qualifications and Complementary Training

DESIGNATION. Degree in Marketing Management

ENTITY. IPAM - Portuguese Institute of Marketing Administration

PLACE. Aveiro

From September 2003 to June 2007

DESIGNATION. Course in Mentoring Training-Action

ENTITY. AEP - Portuguese Business Association

PLACE. Porto

Year of 2012

DESIGNATION. Course in Brand Copy

ENTITY. RESTART - Instituto de Criatividade, Artes e Novas Tecnologias (Creativity, Arts and New technologies Institute)

PLACE. Lisboa

Year of 2011

DESIGNATION. Specialization Course in Marketing Management

ENTITY. IPAM - Portuguese Institute of Marketing Administration

PLACE. Aveiro

From 2002 to 2003

4. Professional interventions, Pedagogical and Cultural, Extra Professional Activity and/or Teaching

DESIGNATION. Member of the advisory board of NET-UPT (Technologic Core Business of Portucalense University)

ENTITY. Portucalense University

DESIGNATION. Member of the jury in the evaluation panel
“Call For Entrepreneurship”
ENTITY. Portugal Ventures

DESIGNATION. Speaker at Social Media Day Portugal 2013
and 2015
ENTITY. Mashable

DESIGNATION. Speaker at Communication Conferences by
University of Minho
ENTITY. University of Minho

DESIGNATION. Speaker at the Workshop *Mobilidade IPN*
ENTITY. Pedro Nunes Institute- Coimbra

DESIGNATION. Speaker at *Actualiza-te* Marketing
Conferences
ENTITY. University of Aveiro

5. Publications

BOOK. “*Marketing Digital 360*”, by Vasco Marques
THEME. Viral Marketing and Transmedia Storytelling

BOOK. “*Vídeo Marketing*”, by Vasco Marques
THEME. Storytelling

BOOK. “*Marketing a Preto e Branco*”, coordination by Pedro
Ferreira and Elizabeth Real
THEME. Social Media (r)evolution