



Margarida C. Martins

Communication, Marketing & Advertising

WHO AM I?

Creative and results-driven Communication & Marketing specialist with over 10 years of experience in professional football environments. Specialized in building strong digital identities for clubs, players, and agents. Proven ability to lead social media strategies, boost brand engagement, and deliver storytelling that strengthens the club's visibility and fan connection. Ready to bring strategic thinking and innovative communication.

ACADEMIC EDUCATION

Language and Humanities Course // 2013-15

ESCOLA SECUNDÁRIA FRANCISCO DE HOLANDA, GUIMARÃES

Solicitor Course // 2016

INSTITUTO POLITÉCNICO DO CÁVADO E AVE

Degree in Communication Sciences // 2017-19

UNIVERSIDADE DO MINHO

Degree in Communication Sciences, specializing in Journalism.

PROFESSIONAL EXPERIENCE

Creative Center Founder & Director // 2016 - current

THE FIRST COMPANY DEDICATED TO THE COMMUNICATION OF PROFESSIONAL ATHLETES IN PORTUGAL

Built the first Portuguese communication agency specialized in professional football. Work directly with clubs, players, and agents to enhance public image, coordinate content strategy, and manage club-player communication.

LEAGUEPRO // 2018 - current

COMMUNICATION AND MARKETING MANAGER

Management and production of content for the career management company. Boosting the company's social networks, valuing the agency's work with regard to intermediation and also valuing the players they represent.

LIVESOCCER MANAGEMENT // 2022 - current

COMMUNICATION AND MARKETING MANAGER

Management and production of content for the career management company. Created digital dossiers, press releases, and highlight reels that captured club attention.

SKILLS

- Football Communication Strategy
- Athlete Branding & Media Coaching
- Digital Content Creation
- Social Media Growth & Engagement
- Press & Public Relations
- Video Production (Match Highlights, Promo Content)
- Project & Team Management

LET'S TALK

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REFERENCES

Available upon request:

- Luis Freitas Lobo (Journalist)
- Bruno Basto (Former Athlete & Agent)
- Rui Malheiro (Journalist)
- Otávio Monteiro (Professional Athlete)

TGC // 2022

COMMUNICATION AND MARKETING MANAGER

Management and production of content for the career management company. Boosting the company's social networks, valuing the agency's work with regard to intermediation and also valuing the players they represent.

MFS - Managing Football Stars // 2016-20

COMMUNICATION AND MARKETING MANAGER

Management and content production. The main goal was to promote the Mozambican player as a good asset for European markets. A goal, moreover, achieved, with players as Reinildo Mandava.

Moura Atlético Clube & Amora FC // 2017-19

MARKETING COMMUNICATIONS / CONSULTANCY

Created and executed dynamic content strategies for player announcements, matchday communications, and fan engagement. Moura AC became the first club in Campeonato de Portugal to introduce signing presentations in video format.

NGA Soccer // 2018-19

SOCIAL MEDIA OFFICER

Led the digital transformation of the brand with a focus on football content creation, e-commerce integration, and online fan experience.

New Light Sport // 2018-19

VIDEO PRODUCTION

Video edition of athletes from the Madrid-based company New Light Sport, which manages sports careers.

Correio do Minho, ComUM, A Última Barreira // 2016-17

JOURNALIST & EDITOR

Covered Portuguese football with exclusive features and match reporting. Participated in projects that strengthened fan education and club narratives.

Mentor project "A Rivalidade Minhota" // 2014

A DIGITAL SUCCESS.

An initiative carried out with the aim of promoting a positive and healthy environment in Portuguese football. The facebook page reached an unexpected proportion and its media relevance made the project gain space on radio Antena Minho.