

MATILDE BANDEIRA DE MELO

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RELEVANT EXPERIENCE

Rilvas Equestrian - Co-Founder/ Social Media Manager/ Brand Manager
2021 - Present Lisbon, Portugal

- Co-founded a family-run equestrian sports business providing consulting and performance support services. Participated in the development of the equestrian clothing brand “Mr. Castle.”
- Contributed to business operations, client communication and brand development initiatives.
- Supported the delivery of equestrian-focused wellness and performance services.
- Social Media Manager – Mr. Castle Equestrian Brand

Lisbon, Portugal

OXER SPORT PORTUGAL - Sports Marketing and Communications Specialist
2025 - 2026

- Developed and executed marketing and communication strategies across digital platforms.
- Managed and created content for social media channels, increasing audience engagement and brand visibility.
- Assisted in the organisation and marketing of one of Portugal's largest FEI international show jumping events.
- Managed event communication before, during and after the competition, including social media coverage, press materials and promotional content.
- Collaborated with sponsors, media partners and stakeholders to ensure effective event promotion.

CLIPMYHORSE.TV - Social Media Manager
2024 - 2026 Lisbon, Portugal

- Managed the social media channels for ClipMyHorse.TV Portugal.
- Increased audience engagement through strategic content planning and social media management.
- Produced post-event performance reports, including viewership and engagement analytics.
- Managed and updated website content, ensuring accuracy and timely publication.
- Coordinated the national event calendar and live streaming schedule in collaboration with event organisers.

IF COMUNICAÇÃO - Internship
2025 Lisbon, Portugal

- Assisted in the planning and execution of integrated communication and public relations campaigns.
- Conducted media monitoring, market research and competitor analysis to support client communication strategies.
- Prepared communication reports and media coverage analyses to measure campaign effectiveness.
- Contributed to the development of press materials and corporate communication content.

EDUCATION

Postgraduate Diploma in Communication & Digital Transformation Lisbon, Portugal
Universidade Católica Portuguesa, Lisbon, Portugal 2025

Bachelor's Degree in Social and Cultural Communication Lisbon, Portugal
Universidade Católica Portuguesa, Lisbon, Portugal 2021 - 2024

Erasmus+ Exchange Programme Lisbon, Portugal
Universidad Francisco de Vitoria, Madrid, Spain 2023

SKILLS

OfficeSuite (Excel, PowerPoint, Word) | Canva | Metricool | Wix

LANGUAGES

Portuguese (Native) | English (Intermediate) | Spanish (Fluent)