

Helder Gonçalves

Social Media Community Manager



PHONE +351919783458

EMAIL Heldergoncalves@me.com

LINKS [Website](#)

Profile

I'm passionate about learning and I daily seek more knowledge about design, new technologies and social media I travel whenever I can, seeking new people, new experiences and exploring the wonderful world we share. Let's [start scrolling](#) and learn more [about me](#).

Employment History

Jun 2018 – Feb 2020

[MATOSINHOS](#)

External Expert

European Commission

External Expert for providing support and advice on communication activities of the European Commission

- * Outreach Expert (senior)
- * Social Media Expert (senior)
- * Digital Communications Expert (senior)

May 1998 – Feb 2020

[MATOSINHOS](#)

Social Media Community Manager

Câmara Municipal de Matosinhos

Social Media Management:

- Strategic planning of which social network to use according to the different Town Hall department;
- Creating, updating and up keeping of the Town Hall's page on the different social networks;
- Creating campaigns and events, as well as different activities for the followers' communities of the Town Hall;
- Creating online content for newsletters and advertising campaigns;
- Statistical and strategical monitorization;
- Town Hall Magazine: Gathering informations, creating news and opinion articles, field research, accompanying Public Figures and Politicians on events in Matosinhos;
- Webdesign and development of the Town Hall's Website in Portuguese, English and Spanish; www.cm-matosinhos.pt | www.cm-matosinhos.pt/en | www.cm-matosinhos.pt/es
- Webdesign and development "Matosinhos World's Best Fish" website – promoting Matosinhos's Gastronomy - www.matosinhoswbf.pt

Creating, updating and up keeping of the MatosinhosWBF's page on the different social networks

•Creating and developing of Town Hall's Corporate Television Channel.

<http://www.cm-matosinhos.pt/pages/193>

• Conception and Design of marketing campaigns and graphic elements for projects and events;
<http://www.cm-matosinhos.pt/pages/327>

• Creating Corporate Image Manuals for the Town Hall.

<http://www.cm-matosinhos.pt/pages/230>

• Creating and up keeping of Voz do Município (Service that allows the wider public to contact local politicians, giving them suggestions, reviews and opinions).

<http://www.cm-matosinhos.pt/pages/190>

•Creating and implementing services for hearing impaired and blind citizens in the Town Hall's Website; <http://www.cm-matosinhos.pt/pages/671>

. Developing iPad and iPhone apps related to the Town Hall's Website;

<http://www.cm-matosinhos.pt/pages/728>

. Organizing Speaking Events, press releases, dossiers, and presentations for media.

. Graphic design and movies for the Mayor's and deputies's presentations;

Education

Jun 2005 – Feb 2020

PORTO

European Association of Political Consultants

Masterclass on Political Campaining

Masterclass on Political Campaining – 7 horas – 05/05/2005

Jan 2007 – Feb 2008

PORTO

Alquimia da Cor

Produtor Multimedia

ADOBE CS3 | Curso de Produtor Multimédia, – 200 horas, realizado na Alquimia da Cor no Porto

<http://www.alquimiadacor.pt/>

Feb 2003 – Jul 2003

PORTO

Associação para o Desenvolvimento Integrado de Matosinhos

Programas de Prevenção do Uso/Abuso de Drogas junto de crianças e jovens

Acção de formação sobre "Programas de Prevenção do Uso/Abuso de Drogas junto de crianças e jovens", no âmbito do projecto S.P.I.D. – Sente, Participa, Investe e Desenvolve – Adeima e Instituto Português da Droga e da Toxicodependência, promovida pela Adeima – Associação para o Desenvolvimento Integrado de Matosinhos, em parceria com a Câmara Municipal de Matosinhos e o Instituto Português da Droga e da Toxicodependência, realizada entre Março e Novembro de 2003, no total de 27horas;

Sep 1994 – Oct 1999

Escola Superior de Jornalismo Porto
Social Communication

<http://www.esj.pt/>

Skills

CORPORATE
COMMUNICATIONS

E-GOVERNMENT

STRATEGIC
COMMUNICATIONS



SOCIAL NETWORKING

DIGITAL MARKETING

Html 5



Languages

Portuguese

English



French

Spanish



Hobbies

Travel, Photography, Drones, Electric Skate