



LARA GAMAS

CONTACT

+ 351 912 621 974
laracggamas@gmail.com
www.linkedin.com/in/lara-gamas

Lisbon, Portugal

EXPERTISE

Research and Data Analysis
Market Studies and Economic-Financial Feasibility
Customer Service
Marketing and Communication
Basic Auditing and Accounting
Management and Planning
Strategic Development
Excel (Advanced Level)
Access (Basic Level)
AGILE Methodology (Development Team)

LANGUAGES

Portuguese, English & Spanish

ORGANIZATIONS/ VOLUNTEER EXPERIENCE

- Cantinho dos Animais - Évora;
- CRESCER - Project "É uma casa";
- Member of Academic Development Department in Student Association in University of Évora



PROFISSIONAL EXPERIENCE

Key Account Manager

Europ Assistance Portugal | June 2022 - present

- Developing and executing a customer retention strategy to manage your portfolio of clients.
- Conducting market research and prospecting to identify new business opportunities and attract new customers.
- Monitoring the performance and profitability of customers, ensuring compliance with contracts and resolving any issues that arise.
- Analyzing and monitoring the main key performance indicators (KPIs) on a monthly basis to identify trends and opportunities for improvement.

Services & Customer Retention Manager - After Sales

RENAULT Portugal | September 2021 - June 2022

- Developing and implementing a customer loyalty program that incentivizes repeat business and referrals.
- Designing and implementing a customer service portal that streamlines the contract renewal process and improves customer satisfaction.
- Analyzing and monitoring the main key performance indicators (KPIs) on a monthly basis to identify trends and opportunities for improvement.
- Preparing and managing annual budgets and participating in the strategic planning of the company's activities.

Reporting & Marketing Support - After Sales

RENAULT Portugal | August 2020 - August 2021

- Preparing detailed sales reports that provide insights into revenue, product performance, and customer behavior on a monthly basis.
- Conducting data analysis and market studies to identify new business opportunities and develop strategies to increase revenue.
- Calculating and administering bonuses resulting from the animation carried out to the Dealer Network.
- Handling invoices and ensuring timely payment.

Audit & Assurance Services

PWC SROC | September 2019 - May 2020

- Conducting financial audits of companies in industries such as healthcare, technology, and manufacturing to ensure compliance with accounting standards and regulations.
- Analyzing the main items of a Financial Statement and Balance Sheet to identify any irregularities or discrepancies.
- Developed expertise in auditing procedures, financial statement analysis, and tax regulations, while also improving proficiency in Excel and other accounting software

Tourism Consultant

Neoturis | February 2018 - August 2019

- Developing innovative tourism products and experiences that meet the needs of diverse customer segments, such as adventure travelers, cultural tourists, and families.
- Conducting research, analyzing market trends and processing statistical data to identify opportunities and inform the development of tourism projects.
- Collaborating with cross-functional teams to define compelling tourism concepts and develop effective marketing strategies that drive engagement and revenue.
- Conducting economic-financial analyses and market studies to evaluate the feasibility and profitability of tourism projects



EDUCATION

ISCTE Business School

MSc in Business Economics and Competition | 2018 - 2020

Through this program in economics, I gained comprehensive knowledge and expertise in economic analysis, financial modeling, and business strategy development. This background enables me to effectively define strategies and make informed decisions to address challenges facing companies and sectors of economic activity.

My thesis, "The Use of Auctions in the Slot Process Allocation at Airports: A Case Study of Portela Airport," focused on optimizing the allocation of airport slots through the use of auctions. Through this research, I analyzed the current allocation process at Portela Airport and identified strategies to improve efficiency and revenue generation. This experience further developed my analytical and problem-solving skills, and deepened my understanding of the practical applications of economic principles in real-world contexts.

University of Évora

Degree in Tourism | 2015 - 2018

My degree program in tourism provided comprehensive training in key areas of the industry, including tourism management, marketing, hotel facility planning and management, data analysis, and event planning. Through this program, I gained practical skills and knowledge that can be applied in real-world contexts.

Specifically, I gained hands-on experience in developing marketing campaigns that effectively target and engage diverse audiences, managing hotel facilities to ensure optimal guest experiences, analyzing data to inform business decisions and optimize performance, and planning and executing events that meet the unique needs and preferences of different stakeholders. These practical skills and knowledge prepare me to make valuable contributions to the tourism industry and to effectively navigate the challenges and opportunities that arise in this dynamic field.