Ricardo Borges Teixeira

International Marketing Coordinator · Fotop

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SUMMARY

Marketing and partnerships specialist with 6+ years of experience leading strategic projects, managing stakeholders and driving go-to-market initiatives. I lead Fotop's international marketing team, working across Europe and Latin America.

Experience connecting strategy, partners and execution, with a focus on budget control, cross-team alignment and measurable results. I act as a bridge between marketing, finance, operations and external partners.

KEY RESULTS

- **17x** more orders on race day than in 2025 (Porto Marathon 2026, Fotop)
- **2x** pre-sales vs 2025 (Porto Marathon 2026, Fotop)
- **4.2M** views of Fotop content (Rock in Rio Lisboa 2026)
- **5** photographer workshops in 4 countries (Fotop, 2026)
- **50k+** participants (São Silvestre, 100th edition, VEGA Sports)
- **~200k** leads (7K.BET football activations, VEGA Sports)

EXPERIENCE

Fotop · International Marketing Coordinator

Apr 2026 – present · Europe and Latin America

A photo and video platform for sports events and experiences, powered by facial recognition, present at races, festivals and events in Brazil, Europe and Latin America.

- I lead Fotop's international marketing team, reporting to the marketing leadership: strategy, priorities, budget and sign-off on deliverables across Europe and Latin America.
- Led marketing for the Porto Marathon 2026: pre-sales double those of 2025, 17x more orders on race day and +19% orders.
- Led and coordinated Fotop's marketing at Rock in Rio Lisboa 2026, including the strategy for everything that was published: 4.2 million views and 885,000 accounts reached.
- Created and ran the photographer workshop programme outside Brazil: 5 editions in 4 countries (Portugal, Italy, Chile and Spain).
- Coordinated the merger of Fotop's international social accounts into two regional profiles: @fotop_europe and @fotop_latam.
- Coordinate the brand's presence at industry trade shows and conferences: ERBC 2026, the Porto Marathon Expo and the International Running Expo in Amsterdam.
- Manage marketing partnerships with organisers such as Runporto, Rock in Rio Lisboa, Cursa Bombers Barcelona, Lagos de Covadonga and AFIA World Cup.
- Run the marketing request workflow (Pipefy) and per-event debriefs covering GMV, conversion and ROAS by channel.
- Connect marketing with design, growth, customer service and operations.

VEGA Sports · Project Lead, Partnership Marketing

May 2023 – Feb 2026 · São Paulo

- Led experiential marketing projects for ASICS, 7K.BET, BV, Braskem, Centauro and other brands, with teams of up to 6 people and multiple internal and external stakeholders.
- Worked on the ASICS account for almost three years: Golden Run, the MetaSpeed Tokyo launch, trade marketing and kits for the brand's guests at the World Athletics Championships in Japan.
- Activations at the 100th São Silvestre (50–55k participants, 44 countries) and production of the exhibition modules for the 2024 São Silvestre Expo.
- 7K.BET football activations, with around 200,000 leads.
- Planning and delivery of co-marketing with strategic partners.

- Budget management and control, with spreadsheets and processes to improve financial visibility across projects.
- Communication plans, customer journeys and post-campaign debriefs.

Escalando Negócios · Media Strategist
Jun 2022 – Jan 2023 · Media strategies aligned with business goals, brand planning and repositioning, market and competitor analysis.

One Media Agency · Media Planner
Jun 2021 – Jan 2022 · Monthly media plans, support on strategic repositioning, data and market analysis.

Pousada RioParaty · Social Media
2020 – 2021 · Social media management, paid campaigns and digital performance analysis.

SELECTED CASES

- **Porto 2026: Expo, ERBC and Marathon** (Fotop): 2x pre-sales, 17x race-day orders, 310 B2B leads at ERBC
- **Rock in Rio Lisboa 2026** (Fotop): 4.2M views, 885k accounts reached, 9,593 QR code scans
- **International photographer workshops** (Fotop): 5 editions in 4 countries, 100+ attendees in Santiago
- **São Silvestre, 100th edition** (VEGA Sports): 50–55k participants, 44 countries, 12 sponsors
- **ASICS** (VEGA Sports): Golden Run, the MetaSpeed Tokyo launch and the World Athletics Championships, over almost three years on the account
- **7K.BET in football** (VEGA Sports): ~200k leads and tens of thousands of new followers

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SKILLS AND TOOLS

Skills: International Marketing · Strategic Planning · Market Expansion · Partnership Marketing · Go-to-Market · Stakeholder Management · Project Leadership · Budget Management · Experiential Marketing · Integrated Communication · Performance and KPIs · Business Development

Tools: Microsoft 365 · Google Workspace · Monday · Trello · Pipefy · RD Station · Mlabs · Miro · Figma · Canva · CapCut · Wix · Lovable · SurveyMonkey · Slack · Generative AI (Claude)

EDUCATION AND LANGUAGES

- Bachelor's degree in Social Communication, Advertising · Universidade Nove de Julho (Uninove) · 2021
- Integrated Technical Diploma in IT · Escola Técnica Professor Everardo Passos, São José dos Campos · 2012–2014
- Course: Sportainment: The Fusion of Sport and Entertainment · 2024
- Course: Social Media: The New Market · 2023

Languages: Portuguese, native · Spanish, advanced · English, intermediate