BRUNO MACHADO

Marketing Management | Internship

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Available for a curricular internship from February 2027 · Porto or remote

PROFILE

I study Marketing Management at IPAM Porto and am currently on Erasmus at Kozminski University in Warsaw. At Bankinter, I worked with sales targets and spoke to customers every day. I co-founded Kerpis, a client acquisition company in Porto. I enjoy discussing ideas, understanding why people choose a product and exploring how a brand could enter a new market. I am looking for an internship as part of my degree, particularly in a technology company.

Career interests: product management, brand management, business analysis and business development.

EDUCATION

Bachelor's degree in Marketing Management
Sep 2024 – Jun 2027

IPAM Porto | Expected graduation June 2027

Coursework in marketing strategy, consumer behaviour, brand management, advertising and management accounting.

Erasmus+ in Business and Management
Sep 2026 – Feb 2027

Kozminski University | Warsaw, Poland · in progress

Courses in innovation management, negotiations and sales, influencer marketing, principles of entrepreneurship and community project. Classes and presentations in English.

PROFESSIONAL EXPERIENCE

Co-founder
2026 – present

Kerpis | Porto · own company · kerpis.com

- We run client acquisition for businesses that sell by quote.
- We set up and run Meta and Google ads, WhatsApp replies in under a minute, lead qualification and booked site visits.
- I work on the whole process, from talking to businesses to the monthly results report.

Sales Assistant
Oct 2023 – Sep 2024

Bankinter Consumer Finance | Full-time

- Closed an average of 2–3 consumer credit deals per day and met monthly conversion targets over 11 months.
- Handled 100–200 customer contacts per day, identified customer needs and explained product terms and costs.
- Used an internal CRM to record eligibility, contact history and follow-up actions for each customer.

Sales Associate
May 2023 – Jul 2023

Panamar Concept Store | Porto · part-time

- Advised customers on products and adapted recommendations to what they were looking for.
- Received deliveries, managed stock and replenished products, keeping the shop well presented.

Youth Activity Monitor
Jun 2022 – Sep 2022

Múltipla Escolha | Portugal · part-time

- Ran daily activities for groups of 30–40 children, adapting activities to different ages and group dynamics.

SKILLS AND LANGUAGES

Marketing: market research, consumer behaviour, brand positioning and communication planning.
Client acquisition: Meta and Google ads, WhatsApp and CRM.
Sales experience: consultative selling, customer follow-up and CRM use.
Tools: Excel, Canva, Meta Business Suite, Google Analytics, Google Ads, CRM, Trello.

Portuguese · English C2, assessed in an IPAM English test before Erasmus. I use English every day and for all presentations during my exchange.

Academic projects

First- and second-year work at IPAM, including team projects. Product proposals, campaigns and financial projections were developed as academic exercises.

SELECTED PROJECTS

Tuckie · Year 2
Cookie brand inspired by Portuguese pastries. Connects the target audience and positioning with proposed flavours, packaging and pricing. Presented at EXPO IPAM 2026.

Paladin · Year 2
Study of an opportunity in healthier sauces. Defines a research question and proposes quantitative and qualitative methods to understand consumer needs.

MUSA 0.0% · Year 2
Communication plan for an alcohol-free beer that retains MUSA's brand personality. Defines audiences, messages and channels, with a proposed schedule, budget and evaluation measures.

Infinitebook · Year 1
Study of the French market and competitors to identify what the brand should adapt when expanding into France. Includes cultural adaptation recommendations.

Nutino · Year 2
US market entry proposal starting in New York. Connects market analysis with decisions on positioning, product adaptation and distribution channels.

OTHER ACADEMIC WORK

Domus Aether · Year 1 — Interior design service concept supported by technology, with a value proposition, business model and strategic analysis.

Ajax · Year 2 — Reinterpretation of the White Knight in the "O Knight Não Avisa" campaign proposal, using urban interventions, video and a digital experience.

Coolhunting · Year 1 — Observation of consumer behaviour and interpretation of authenticity and personalisation signals, based on the Humanifesto trend.

Paper products market · Year 1 — Study of the Portuguese market for toilet paper, napkins and tissues.

Savoury snacks market · Year 1 — Study of savoury snacks in Portugal, with materials on segmentation, the marketing mix and questionnaire research.

Power Yogurt · Year 2 — Sales forecasting using multiple linear regression, data analysis and checks of the model's assumptions.

Tuckie — Management Accounting · Year 2 — Projected costs and income for 2026–2029.

InoLearn · Year 1 — Game-based learning concept for universities, with a quiz on cultural intelligence.