

Diogo Frias.

Digital Marketing · Video & Audio Production · Web & Digital Product

- MARKETING
- COPY
- DESIGN
- VIDEO
- AUDIO
- PHOTOGRAPHY
- WEB
- EVENTS
- 3D
- AI

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01 Profile

Marketing Director at Grupo D, responsible for communications across four brands: Dino's Health Clubs, DPilates, 8D and Beach24H. I combine marketing leadership with hands-on execution: campaigns, copywriting, design, video, photography, websites and events.

What sets me apart is technical execution: end-to-end video and audio production (4K and drone, sound, bilingual subtitles, motion graphics) and websites and digital products built with AI, such as DGym, an autonomous 24/7 gym I am building from scratch. Degree in Advertising and Public Relations.

02 Experience

- **Marketing Director · Grupo D** since 2024

Joined as Marketing Manager; promoted to Marketing Director after two months.

- Lead communications for four brands (health, fitness, longevity and events): content, copywriting and graphic design.
 - Produce video and photography end to end: 4K and drone capture, editing, audio, PT/EN subtitles and motion graphics.
 - Organised Beach24H 2026 and built the staff check-in and registration system; 23 videos published on the day.
 - Design and develop the brands' websites, including the new Dino's website.
 - Support lead management and build internal tools for the teams.
 - Building DGym from scratch, an autonomous 24/7 gym: sign-up, payments, QR access and club management.
- **Design, 3D modelling and 3D printing · Freelance · És um boneco bro!** 2024

Created original 3D characters: modelling, rendering and 3D printing.
- **Marketing Specialist · WEDEV** Jul 2023 to Apr 2024 · São João da Madeira

- Developed and managed online advertising campaigns for clients.
 - Created, analysed and managed content and social media, working directly with clients.
- **Multimedia Producer, internship · 2PLAY** Apr 2021 to Aug 2021

Produced multimedia content, edited video and created graphic design pieces; took part in project management.
- **Co-founder · Unlock SB / Bewave Records** 2020

Own ventures: product, production, marketing and branding, logistics and finance.
- **Earlier experience, 2016 to 2023**

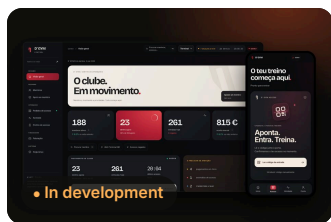
Restaurants, hospitality, brand promotion and manufacturing: customer service and sales.

03 Skills

- MARKETING
- Multi-brand communications leadership
- Copywriting and content
- Online advertising campaigns
- Lead management
- Event management
- VIDEO AND AUDIO PRODUCTION
- 4K and drone capture
- Editing and motion graphics
- Audio recording, cleanup and mixing
- Bilingual PT/EN subtitles
- Photography
- DIGITAL
- Websites and booking systems
- AI-built digital products
- Databases and SEO

04 Selected work

Recent projects, with my role in each. Video, photography and more detail in the online portfolio.



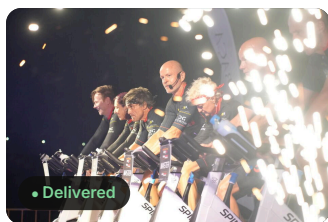
01 AUTONOMOUS 24/7 GYM · DIGITAL PRODUCT

DGym

I am building an unstaffed 24/7 gym from scratch: online sign-up, payments, QR access and a management console in a single system.

ROLE

Full product: concept, flows, interface and development.



02 EVENT · ORGANISATION · LIVE VIDEO · SYSTEMS

Beach24H

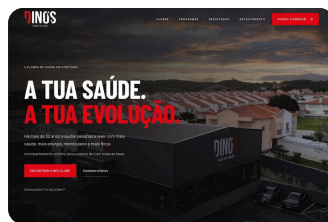
I organised 24 hours of Spinning® on the beach at São Martinho do Porto and set up the event's digital operation, from check-in to real-time coverage.

ROLE

Organisation, check-in and registration system, live video, photography and website.

23 videos produced and published on the day of the event.

beach24h.pt



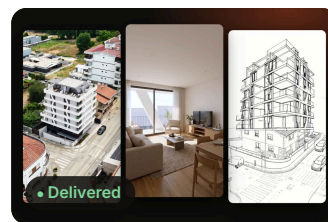
03 BRAND · VIDEO · PHOTOGRAPHY · WEBSITE

Dino's Health Clubs

I refreshed the digital presence of the group's health clubs: video campaigns, a photo shoot and a new website with real photography.

ROLE

Brand communications, video, photography and website.



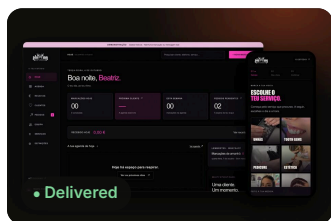
04 REAL ESTATE · VIDEO · DRONE · 3D AND AI

Definição Terrena

Showing a building before it exists: a video for the Esmeralda development with drone footage, AI-generated interiors and motion graphics, blended into real footage.

ROLE

Direction, drone, editing, motion graphics and AI integration.



05 WEBSITE · BOOKINGS · DATABASE · SEO

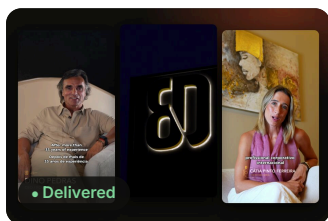
Glowing Studio

I built the entire digital setup for a beauty studio: website, online booking, WhatsApp reminders, back office, database and Search Console.

ROLE

Design, development, database and SEO, end to end.

glowingstudio.pt



06 LONGEVITY CLINICS · VIDEO · PHOTOGRAPHY · WEBSITE

8D

I gave a face to the 8D longevity clinics in Leiria and Porto de Mós: videos with the team, photography of the spaces and the website.

ROLE

Website, video and photography.

8dlongevidade.pt



07 PODCAST · VIDEO · AUDIO · YOUTUBE

Cenas D' Valor

I created and produce a podcast of conversations with guests from many fields. I handle everything, from recording to the jingle, which I produced and sing.

ROLE

Creation, production, recording, editing and jingle.

Two seasons and 38 videos published on YouTube.

youtube.com/@CenasDValor

ALSO

D'Grow: client videos

BRAND VIDEO · 3D · SOCIAL MEDIA

instagram.com/p/DDsdcfZtKn_

Frutta Nature by Alitec

DOCUMENTARY · BRAND VIDEO

YouTube
[@FruttaNaturebyAlitec](https://www.youtube.com/@FruttaNaturebyAlitec)

Lina Lopes, Setúbal 2025

POLITICAL CAMPAIGN · VIDEO · MUSIC

YouTube [watch?v=oWr0Ve0sm1Q](https://www.youtube.com/watch?v=oWr0Ve0sm1Q)

DPilates

WEBSITE · VIDEO · PHOTOGRAPHY

dpilates.pt

06 Tools

DESIGN, VIDEO AND 3D

Photoshop, Lightroom, Premiere, After Effects, Blender, Canva, CapCut

AUDIO

FL Studio, Adobe Podcast

WEB AND HOSTING

Hostinger, Netlify, Vercel, Supabase

AI FOR DEVELOPMENT

Claude, Codex, Antigravity

AI FOR IMAGE, VIDEO AND MUSIC

Firefly, Nano Banana, Veo, Suno

MARKETING AND ANALYTICS

Meta Business, Google Analytics, Search Console

07 Education

BA in Advertising and Public Relations

School of Education of Viseu (ESEV) · 2022

Music training, grade 5

Oliveira de Azeméis Music Academy

08 Languages and other

Portuguese native · English advanced

Driving licence (category B)