

Diogo Frias.



Growth & Digital Marketing · AI, automation, web and content

GROWTH

CAMPAIGNS

EMAIL & SMS

AUTOMATION

AI

LANDING PAGES

SEO

CONTENT

EMAIL

diogofriascos12@gmail.com

PHONE

+351 910 109 939

1.5M views

on Dino's Instagram reels

+2,000 followers

new for Dino's in 2 years

6,000 members

the base for email and SMS campaigns

4 brands

under my marketing leadership

3 systems

built from scratch: bookings, sign-up, check-in

01 Profile

Marketing Director at Grupo D, leading digital marketing for four brands across health, fitness, longevity and events. I work from strategy to execution: campaigns, email and SMS marketing, content, websites and landing pages, lead management, and the systems that connect marketing to operations.

My edge is that I build the digital assets myself: websites with online booking and automated reminders, sign-up and payment flows, registration and check-in systems, internal tools, and the video content that feeds them, with AI built into both production and development. BA 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 marketing and communications for four brands (Dino's Health Clubs, DPilates, 8D and Beach24H): campaigns, content, copywriting and design.
- Produce the video and photography for campaigns and social media; for Dino's, +2,000 new followers and 1.5 million reel views in 2 years.
- Run email and SMS marketing in Brevo and Mailchimp for a base of 6,000 club members.
- Automate processes with Zapier, support lead management and build internal tools for the teams.
- Design and develop the brands' websites, including the new Dino's website, built on real club photography instead of stock images.
- Building DGym from scratch with AI, an autonomous 24/7 gym: four-step online sign-up, payments, QR access and a member management console.
- Organised Beach24H 2026 and built the event's digital system (registrations, check-in, staff rota and site map); 23 videos published on the day.

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.

Co-founder · Unlock SB / Bewave Records

2020

Own ventures: marketing and branding, product, production, logistics and finance.

Multimedia Producer, internship · 2PLAY

Apr to Aug 2021 · Viseu

Multimedia content, video editing, graphic design and project management.

Earlier experience, 2016 to 2023

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

03 Skills

GROWTH & DIGITAL MARKETING

Multi-brand marketing strategy

Campaigns and online advertising

Email and SMS marketing

Lead and customer data management

Content strategy and copywriting

Social media

Launches and events

AUTOMATION & AI

Marketing automation (Zapier, WhatsApp)

Booking, registration and check-in systems

AI for content and development

Internal tools

WEB & CONVERSION

Websites and landing pages

Online booking and sign-up flows

SEO and Google Search Console

Analytics

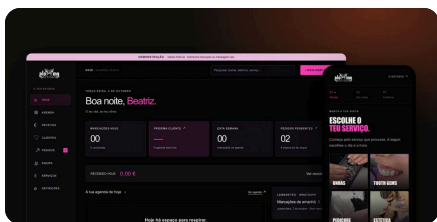
CONTENT

Video: 4K, drone, motion graphics

Photography and graphic design

05 Selected work

From goal to digital asset: what I defined, built and put to work.



01 WEBSITE · BOOKING FUNNEL · AUTOMATION · SEO

Glowing Studio

GOAL

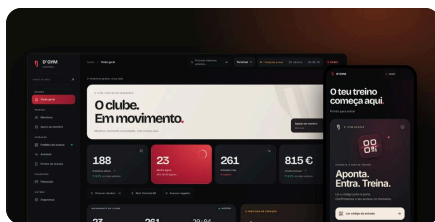
Get a beauty studio showing its work and taking bookings online, end to end.

WHAT I BUILT

Website and three-step booking (service, day and time, confirmation), automated WhatsApp reminders, back office with calendar, clients and revenue, database and Search Console.

Website and booking system live.

glowingstudio.pt



02 DIGITAL PRODUCT · ONLINE SIGN-UP AND PAYMENTS

DGym

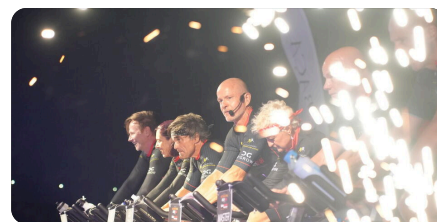
GOAL

A 24/7 gym with no front desk: sign-up, payment and door access have to work on their own, and together.

WHAT I BUILT

Entry page and four-step sign-up (plan, details, payment, access), member app with QR access, and a console for members, support and billing. Built with AI.

Payments in test mode (Stripe); access hardware integration still to complete.



03 EVENT · REGISTRATIONS · REAL-TIME CONTENT

Beach24H

GOAL

Run 24 hours of Spinning® on the beach at São Martinho do Porto and market the event while it happens.

WHAT I BUILT

Event website, a staff app with registrations, check-in, rota and site map, plus video and photo coverage.

23 videos produced and published on the day.

beach24h.pt



04 BRAND · VIDEO CAMPAIGNS · WEBSITE

Dino's Health Clubs

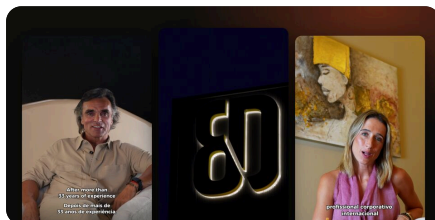
GOAL

Refresh the digital presence of the group's health clubs.

WHAT I BUILT

Video campaigns (Family, recruitment, team testimonials, consultations), a photo shoot and a new website with clubs, programmes and recruitment.

Real club photography in place of stock images.



05 BRAND LAUNCH · VIDEO · WEBSITE

8D

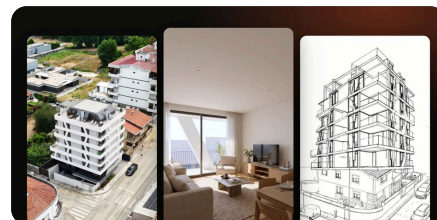
GOAL

Give a face to the 8D longevity clinics in Leiria and Porto de Mós.

WHAT I BUILT

Launch teaser and logo animation, team videos with PT/EN subtitles, clinic photography and the website.

8dlongevidade.pt



06 REAL ESTATE · VIDEO · DRONE AND AI

Definição Terrena

GOAL

Show a building still under construction before it exists.

WHAT I BUILT

Video for the Esmeralda development: drone footage, AI-generated interiors blended into real footage and 6 proximity motion graphics.

ALSO **Cenas D' Valor**: a podcast I created and produce: 2 seasons and 38 videos on YouTube. youtube.com/@CenasDValor
DPilates: website, video and photography. dpilates.pt

06 Tools

EMAIL, SMS & AUTOMATION

Brevo, Mailchimp, Watty, Zapier

ADS & ANALYTICS

Meta Business, Google Analytics, Search Console

WEB, DATA & PAYMENTS

Supabase, Vercel, Netlify, Hostinger, Stripe

AI

Claude, Codex, Antigravity, Firefly, Nano Banana, Veo, Suno

CONTENT

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

07 Education

BA in Advertising and Public Relations

School of Education of Viseu (ESEV) · 2022

08 Languages

Portuguese native · English advanced

Driving licence (category B)

Let's talk?

diogofriascos12@gmail.com · +351 910 109 939

youtube.com/@CenasDValor