

# MÁLICK MANSO

Project Manager · Digital Consultant · Regulated Environments

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## PROFESSIONAL SUMMARY

Project Manager and digital consultant with eleven years of international experience owning end-to-end delivery of complex, multi-stakeholder programmes across Europe and Africa. Founded and operated a registered consultancy — Crossmedia — for nine years across seven countries simultaneously, managing up to six concurrent mandates at peak. Proven track record across regulated environments in MedTech, financial services, telecoms, and large-scale platform operations. Certified in ISO 13485:2016 and EU MDR 2017/745. Portuguese native speaker — a genuine differentiator in the Belgian market for roles with Lusophone connections. Available immediately.

## CORE COMPETENCIES

### Project & Programme Management

- Full lifecycle PM — initiation to closure
- Multi-project portfolio governance
- Risk, change & stakeholder management
- Agile / Scrum · Jira · Notion · MS Project
- Executive reporting & business cases

### Regulated & Compliance Environments

- ISO 13485:2016 Quality Management
- EU MDR 2017/745
- CAPA frameworks & nonconformance mgmt
- SLA governance · KPI/OKR frameworks
- Lean / A3 (Toyota · TPS)

### Digital & Data

- Connected product & app delivery
- Google Analytics · Power BI · SQL Server
- Generative AI for PM (IBM certified)
- Multi-currency budget modelling
- Performance monitoring & BI reporting

## PROFESSIONAL EXPERIENCE

### Founder & Managing Consultant · Crossmedia

Aug 2014 – Dec 2023 · Europe & Africa · 7 countries

Registered consultancy (NUIT: 400552401, Maputo). Full PM ownership across concurrent multi-country digital programmes for international clients including Vodafone, Pernod Ricard, Massmart/Walmart Group, ExxonMobil, Orange, and a Washington DC political strategy firm.

- Portfolio governance: managed up to 6 concurrent projects across 7 countries as single point of contact — scope, schedule, risk register, budget, stakeholder documentation maintained across all engagements.
- 10xMeglio Italy (2018): end-to-end PM and digital strategist for Italian legislative elections — multi-channel execution across content, paid media, and analytics teams in London, Rome, and Washington DC. \$89K+ Facebook budget, 22M+ unique accounts reached, 5.8M+ video views. 25 days brief-to-election.
- Vodafone Uganda / Afrimax (2017): 360° digital strategy across Uganda, Ghana, Zambia, and Cameroon simultaneously — competitive landscape, audience segmentation, channel strategy, KPI framework. 618,440 sessions audited across 10 markets.
- Moza Banco (2015–2016): designed credit card insurance product for 1,763 accounts across three tiers — coverage specs, pricing model, competitive benchmarking — within a regulated banking environment.
- Massmart/Walmart Group (2017–2019): multi-channel store launch across three cities with R100K ZAR budget, outdoor, print, and digital channels. Completed full Walmart TPI anti-corruption compliance and vendor registration.
- Mulala app (2016): founded and shipped a Portuguese-language social media app for iOS and Google Play — product vision, external dev studio coordination, shipped product with social graph, push notifications, and Crashlytics production analytics. Pitched to Unitel (Angola's largest telco) as acquisition candidate.
- Pelcor (2017–2024): seven-year client relationship across Shopify, Amazon UK, and New York Times campaign coordination.
- Byron Hamburgers (UK, 2018): digital strategy for rebrand across 60+ UK locations. £28,986 budget, 61,614 engagements at 2.43% engagement rate.

### Team Leader · Meta AR/VR Hardware Support · Teleperformance

Nov 2021 – Mar 2023 · Lisbon, Portugal

- Led team of 15–20 agents delivering technical support for Meta Quest AR/VR hardware in SLA-controlled, compliance-driven environment.
- Full accountability for KPI performance, quality governance, corrective action, and structured coaching. Promoted from specialist to team leader within the engagement.

### Warehouse Operations Employee · Toyota Europe

Jun 2024 – Present · Diest, Belgium

- Deliberate stabilisation role during career transition to Belgium. Embedded in Toyota's Lean/TPS environment with internal training in A3 problem-solving, PDCA, JKK methodology, and quality accountability. Investing this period in 18+ professional certifications.

### Project Manager — Angola & Mozambique · OLX / Fixeads (Naspers Group)

May 2012 – Aug 2014 · Lisbon, Portugal

- Developed market entry study that secured Naspers investment approval for OLX Angola and OLX Mozambique. Progressed both markets to category leadership within two years.
- €350K+ annual paid media budget across Google AdWords and Facebook. €2M+ total digital investment coordinated. 30M+ pageviews per year. Strategy covered by Visão / Lusa (Aug 2013).
- Full P&L ownership across both markets. Cross-functional coordination across IT, Marketing, and CX teams.

### Business Development & Digital Projects · Moza Banco

Sep 2013 – Aug 2014 · Mozambique

- Coordinated digital account-opening application from concept through working demo in a regulated banking environment. Managed institutional stakeholder alignment across technical, compliance, and commercial teams.
- National customer onboarding survey across 30+ branches — segmented by region and customer tier. Findings fed directly into management reporting.

### Team Leader — Direct Marketing · Yourvoice Contact Solutions

Jun 2007 – Jul 2010 · Lisbon, Portugal

- Direct marketing team leadership across multiple client accounts. CRM strategy and database management (Siebel CRM). Team coaching and backoffice coordination.

## EDUCATION

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MSc in Marketing · <b>Universidade Lusófona, Lisbon</b>	2012
BSc in Marketing, Advertising & Public Relations · <b>Universidade Lusófona, Lisbon</b>	2010
Postgraduate in Digital Marketing & Analytics · <b>Nova IMS, Lisbon</b> (2 modules remaining)	2017

## CERTIFICATIONS & CREDENTIALS

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ISO 13485:2016 — Medical Device Quality Management Systems	Alison	Mar 2026
EU MDR 2017/745 Essentials	Alison	Mar 2026
Healthcare Data Security & Risk Management	Starweaver / Coursera	Mar 2026
Foundation and Potential of AI in Healthcare	University of Colorado	Mar 2026
Generative AI for Project Managers Specialisation	IBM & SkillUp / Coursera	Mar 2026
Generative AI for Growth Marketing	IBM / Coursera	2026
Agentic AI and AI Agents: Primer for Leaders	Vanderbilt University	Mar 2026
AI Fluency Framework & Foundations	Anthropic	Mar 2026
Claude 101 + Introduction to Agent Skills	Anthropic	Mar 2026
Agile with Atlassian Jira	Atlassian / Coursera	Mar 2026
Notion for Client and Project Management	Skillshare	Apr 2026
Google AI Professional Certificate (7 courses)	Google / Coursera	2026
Google Project Management Professional Certificate	Google / Coursera	2024
Google Business Intelligence Specialisation	Google / Coursera	2024
Google Advanced Data Analytics (in progress)	Google / Coursera	2024–
Google Digital Marketing & E-commerce Specialisation	Google / Coursera	2024
AI for Product Management	Pendo.io	2024
PRINCE2 Foundation + Practitioner (planned)	B2B Learning Belgium	Q3 2026

## LANGUAGES & SKILLS

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### Languages

**Portuguese** — Native

**English** — Fluent · professional

**French** — Conversational

**Dutch** — Beginner · actively learning

**Italian** — Passive professional

### Tools & Platforms

Jira · Notion · MS Project · Google Analytics · Power BI · SQL Server · SSIS · Excel (advanced: pivot tables, multi-currency modelling) · Shopify · Siebel CRM · Crashlytics · Teamtaylor