

GONÇALO PINTO DA COSTA

Marketing Director | Integrated Campaigns, Brand, PR & Customer Engagement

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EXECUTIVE SUMMARY

Senior marketing and commercial leader with 20+ years of international experience across Luxury, Retail and Technology, spanning integrated brand strategy, media, PR, partnerships, events, digital, CRM and customer experience.

Most recently Head of Marketing ANZ and a member of Swarovski's Local Leadership Team, leading the local translation of global brand strategy across consumer campaigns, media, publicity, partnerships and customer engagement.

Track record of strengthening brand health, creating culturally relevant activations and building high-performing teams in complex global organisations. Combines creative brand leadership with data-led investment, measurable marketing effectiveness and strong regional and global stakeholder influence.

CORE STRENGTHS

- Integrated Marketing & Campaigns
- Brand & Cultural Strategy
- PR, Publicity & Earned Media
- Social, Digital & Content
- Events & Experiential Activation
- Partnerships & Stakeholder Influence
- Audience & Customer Insights
- Marketing Analytics & ROI
- Team & Global Matrix Leadership

PROFESSIONAL EXPERIENCE

Head of Marketing | Swarovski — Australia & New Zealand

May 2022 – August 2026

- Delivered record-high local Brand Equity, Luxury Perception and Brand Desirability scores - the first year-on-year growth since measurement began - in direct support of Swarovski's global Luxignite strategy.
- Led local strategy and activation across integrated campaigns, PR, media, events and digital initiatives, including Ariana Grande, Created Diamonds, Crystal Lovers Week, the 130th Anniversary programme and the local TikTok launch.
- Strengthened relationships with leading Australian and New Zealand publishers, including Are Media titles, Harper's Bazaar, Denizen and Remix, delivering the highest volume of local media clippings recorded in 2025.
- Secured high-profile sponsorships including Marie Claire Women of the Year and ELLE Next Gen, generating more than AUD 5 million in reported Earned Media Value in 2025.
- Grew media reach and campaign traffic despite reduced spend; the Ariana Grande Holiday 2024 campaign delivered a +10% traffic uplift versus a controlled group.
- Rebuilt the talent partnership model around measurable return, including the Delta Goodrem Eurovision partnership, which delivered a reported 6x ROI in May 2026.
- Introduced a Measure-to-Manage framework, embedding KPIs across Media, PR and Visual Merchandising and bringing stronger evidence and ROI discipline to investment decisions.
- Owned the Marketing cost-centre P&L, represented ANZ in global budget negotiations and Monthly Business Reviews, and built team capability through succession, training and internal promotion.

eCommerce & CRM Manager (progressing to Senior Manager) | Swarovski — Australia & New Zealand Jun 2020 – May 2022

- Appointed as Swarovski's first eCommerce Manager outside the Central team globally, building the local eCommerce and CRM capability, performance dashboards and reporting from the ground up.
- Grew eCommerce to more than 20% of total sales — the highest share achieved by the local business at that point — with ownership of the eCommerce P&L and sales targets.
- Launched Amazon Australia as a new marketplace channel, subsequently building it into a multi-million-dollar account representing 6% of online sales in 2025.
- Introduced a Virtual Assistant video consultation service during COVID, connecting customers with stores and generating more than AUD 1 million in incremental sales in 2021.
- Progressed into a broader Senior Manager remit spanning eCommerce, CRM and Events, leading a team of three and representing the local digital business in Leadership Team discussions.

Head of Sales / Sales Manager | Swarovski Professional — Australia & New Zealand *Aug 2017 – Jun 2020*

- Performed the Head of Sales role in an acting capacity from late 2017, formalised into the title in June 2019 — recognised early as the trusted leader for the function.
- Led a team of 3–4 Key Account Managers across Wholesale, Corporate Gifts, SMB and Global Accounts, with ownership of B2B portfolio P&L, forecasting, sales planning and promotional investment.
- Reversed two consecutive years of declining Corporate Gifts performance, subsequently doubling sales and growing the customer base by 60%.
- Built and managed key partnerships including The Star, Lovisa, Mimco, Camilla and Napoleon Perdis, negotiating commercial terms and cooperative marketing investment.
- Delivered year-on-year growth across B2B channels while strengthening forecasting, key-account planning and commercial discipline.

EARLIER CAREER

- **Samsung Electronics, Portugal** - Sales Manager, Printing Solutions & LCD/LED Monitors (2014–2016); Product Marketing Manager, IT (2008–2014)
- **Lexmark International, Portugal** - Brand Manager, Consumer Products Division (2006–2008)
- **Sonae Portugal** - Category Manager, IT Peripherals (2005–2006)
- **Air Luxor** - Key Account Manager (2003–2005)

EDUCATION

- **Post-Graduation in Retail Management** - INDEG/ISCTE Business School, Lisbon (2004–2005)
- **Degree in Business Administration (Marketing & Sales focus)** - ISCTE Lisbon (1998–2003)