

LUIZ ALBERTO MOURA

PhD – Journalist – Event Manager

PERSONAL INFORMATION

Address **Lisbon, Portugal**
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Website **luizalbertomoura.com.br**
Nationality **European Citizen (Brazilian-Portuguese)**

PROFILE

PhD in Communication Sciences with expertise in cultural ecosystems and creative economies. Combines academic research, including Portugal's first 35-year longitudinal study of independent music labels, with hands-on experience leading editorial teams, managing large-scale cultural events (600,000+ attendees), and developing audience engagement strategies. Proven competencies in project leadership, stakeholder collaboration, and cross-platform content distribution. Seeks to apply this interdisciplinary background to cultural journalism, event production, or creative industry strategy roles.

WORK EXPERIENCE

- 2019 – 2023 **Researcher / FCT Scholarship**
Lisbon, Portugal
- Pioneered Portugal's first comprehensive 35-year analysis (1982–2017) of independent music labels, evaluating cultural/territorial impacts and economic contributions to creative economies.
 - Mapped niche market evolution and regional economic networks, demonstrating labels' pivotal role in driving cultural innovation.
 - Quantified sector's preservation of artistic diversity while fostering cross-border partnerships in EU and Lusophone markets.
- 2019 **Community Manager – ROSSIO Project**
Lisbon, Portugal
- Managed online communities for the Arquivo.pt and NAU portals within the ROSSIO Infrastructure project at BMSC – FCSH.
 - Created and curated digital content that increased user engagement.
 - Moderated discussions and implemented digital communication strategies to enhance project visibility.
- 2012 – 2015 **Editor in Chief – Goal.com Brazil**
Rio de Janeiro, Brazil
- Led 15-person editorial team, achieving 1600% audience growth (5K→85K monthly users).
 - Developed content programming strategies and editorial calendars.
 - Managed cross-platform distribution and social media strategy.
- 2011 – 2012 **Communication Coordinator – GL Events**
Rio de Janeiro, Brazil
- Managed communication for the Rio de Janeiro Book Biennial, a major cultural event with 600,000 attendees.
 - Coordinated event communication plans that significantly enhanced media coverage and event visibility.
- 2008 – 2011 **Communication Manager – Fnac**
Curitiba / Rio de Janeiro, Brazil

- Responsible for creating, producing, and coordinating events and marketing actions both within and outside Fnac stores and for developing and implementing innovative strategies to attract local communities.
- Regularly collaborated with teams from other units, assisting in the events, music and book sectors.

EDUCATION AND TRAINING

- 2019 – 2023 **PhD in Communication Sciences**
CECS – University of Minho
- 2016 – 2018 **Qualification in Urban Studies**
ISCTE – Nova University Lisbon
- 2014 – 2016 **Master's Degree in Communication, Art & Culture**
ICS – University of Minho
- 1995 – 1999 **Graduation in Journalism**
Federal University of Juiz de Fora, Brazil

LANGUAGE SKILLS

Portuguese **Native**
English **C2**
German **B2**

SKILLS

Communication & Digital Content Strategy • Event Planning & Multimedia Production • Journalism, Media Relations & Public Affairs • Team Leadership & Project Management • Creative Problem-Solving & Lifelong Learning

CORE COMPETENCIES

Music Programming & Content Curation • Editorial Team Leadership & Management • Audience Development & Engagement Strategy • Cross-cultural Music Market Analysis • Digital Content Strategy & Scheduling • Multi-platform Content Distribution

ADDITIONAL INFORMATION

- Host of 'Indietuga', a radio show dedicated to showcasing Portuguese indie music.
- Host of 'Antichrist Superstar', a podcast about the Brazilian serial killer known as the Park Maniac.
- Musician and Tennis Player.
- Documentary Filmmaking Course at Kino Doc Lisboa.
- Specialisation in Music, Copyright and Technology at MCT Brazil/Portugal.