Claudia Gerardo



Digital strategy & AI product development

Portugal | linkedin.com/in/claudiasgerardo

Marketing leader, consultant and founder with more than 20 years of experience across digital platforms, communications and business development. Currently building Pinkly and Collectiv independently, using AI across research, strategy, design, coding, testing and communication. Open to consulting and senior digital strategy, product and innovation opportunities.

PROFESSIONAL EXPERIENCE

Founder & Partner

Webaround | 2012 - Present

- Work across product strategy, experience design, brand and prototyping, connecting user needs with technical and commercial decisions.
- Independently develop Pinkly and Collectiv, from product definition and user journeys to implementation, testing and communication.
- Work across product direction, interface design, brand, voice, and front-end and backend development for IOLLO.

Digital Marketing Consultant

Independent consultancy | 2014 - 2023

- Delivered digital strategy and communications projects for clients including Turismo de Portugal and Turismo dos Açores.
- Developed product specifications, business plans, brand identities and online campaigns.

Marketing Director

Centro Médico CM2C | 2010 - 2014

- Led digital marketing and communications across online advertising, social media and public relations.
- Developed relationships with public figures and supported international outreach through digital channels.

Artistic & Creative Director

Universia | 2002 - 2007

- Led artistic and creative direction for Universia Portugal, a university community portal backed by Banco Santander.
- Contributed to its development and launch through design and content for students, lecturers and researchers.

New Media Specialist

Megamedia | 2000 - 2002

- Developed websites and interactive media across design, content and technical implementation.
- Contributed to the launch of SIC Online as part of the outsourced Megamedia team.

Selected work & capabilities

Claudia Gerardo | Digital strategy & AI product development

CURRENT PRODUCT WORK

Pinkly

Independent founder | In development | pinkly.ai

- A product being built to help women understand and manage their health and wellbeing through conversation, across life stages.
- Build across product strategy, conversation and voice experience, data model, design, implementation and brand. Personal support and separately consented research are distinct product purposes.

Collectiv

Independent founder | In development | collectiv.art

- A platform for independent artists, centred on discovering relevant opportunities and supporting their professional practice.
- Lead product strategy, artist journeys, opportunity discovery, identity, implementation and communication, with a focus on eligibility, relevance and clear uncertainty.

IOLLO

Collaborative venture | Product & experience

- Work across product direction, user journeys, interface design, brand, voice, and front-end and backend development for a personal AI agent.

CORE CAPABILITIES

Strategy & product: digital strategy, product definition, audience understanding, business planning, prototyping and experience design.

Applied AI: selecting and combining tools for research, design, coding, testing and content; specifying tasks, reviewing outputs and iterating.

Brand & communication: brand strategy, creative direction, digital marketing, editorial content, community building and video communication.

EDUCATION & PROFESSIONAL DEVELOPMENT

Harvard Medical School - Women's Health and Wellness Program, 2026.
Completed executive education programme; capstone focused on Pinkly.

FLAG School - Web Design course, 1999.
Photoshop, Dreamweaver and Flash.

IPAM - Marketing studies, 1994 - 1997.
Universidade Católica Portuguesa - Economics coursework, 1992 - 1994.

LANGUAGES

Portuguese: native | English: fluent | French: fluent | Spanish: conversational