



Digital
Marketing
Experts

Digital Marketing Specialists

Coporate Presentation
Credentials & Portfolio

positivision.pt



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About us

Think Positive Solutions is a company specialized in consulting, design, programming and logistics services for online and offline marketing and communication strategies and activities (specialized in the early years, in retail environments). In recent years, it has been developing further its offer in the area of digital marketing (taking advantage of the know-how and expertise of its Founder and General Manager, who has been operating in this market for over 20 years) and since 2023 it has created a **business unit specialized in this segment.**

It is currently preparing the launch, later this year, of **PositiVision**, a sub-brand for the same Business Unit.

In view of this restructuring and rebranding process, which is now ending, **PositiVision** will present itself to the market in a more ambitious, organized and, above all, specialized way in its offer.

With a new positioning and offer, it intends to be a reference company for the excellence and innovation of its services and solutions in the **marketing and online business sector (digital platforms).**



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Consultancy

Design & Programming
Artificial intelligence
E-Commerce
Social Media Management

Before implementing your business and communication strategy in the various digital channels, we have to carry out a thorough **analytical work of the fundamentals of your business and market:**

- Value proposition and company positioning
- Competitive advantages over the main competitors
- Benchmark your online strategy
- SWOT analysis
- Offer detail (services and solutions)
- Definition of the target market (by geography, sector and size and profile of the interlocutors)

... Now we are ready to close our strategy and planning and venture into the digital world!.



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Through an award-winning, highly qualified senior team, we provide **graphic and multimedia design and programming services** in current tools, such as:

Design & Prototype – **Adobe tools (AI, 3D, Image and vectorial processing), Figma (video), FigJam,...;**
Back-end & DataBases – **Node.js (Express, NestJS), Django/Fast API (Python), Laravel (PHP), Rails (Ruby), PostgreSQL, MySQL, SQLite, MongoDB,...**

On all the websites we create we implement the latest and most **efficient SEO (Search Engine Optimization)** techniques.



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We help you structure the best Strategies **to integrate AI into your website or online business**, starting with...

- Choosing the right AI tools!
(ex: Runway, Midjourney, Open AI, CMS, Wordpress, Joomla, Drupal, ...)
- Focusing on the user experience;
- Ensuring Data Security and Privacy;
- Monitoring and permanent improvement;
- Starting small and growing in scale;
- Focusing on quality data;
- Investing in your Education as a user;
- Keeping you abreast of AI trends.

Consultancy
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We also have the skills to develop your **online store**, tailored to your business and so that you can offer a differentiating shopping experience to your customers.

Finding and adjusting your store to existing platforms (robust and properly tested), ensuring the necessary integrations (security, payments and logistics management software), automation processes for marketing tasks and adapting the entire digital marketing strategy, which we complement



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**Social Media
Management**

In view of the strategy and Plan previously defined, we manage, for you and so that you can focus on your business, your company's presence on the social networks we deem most appropriate (**Linkedin, Instagram, Facebook, Facebook Messenger, X, Pinterest, Whatsapp, You Tube,...**)

These services include:

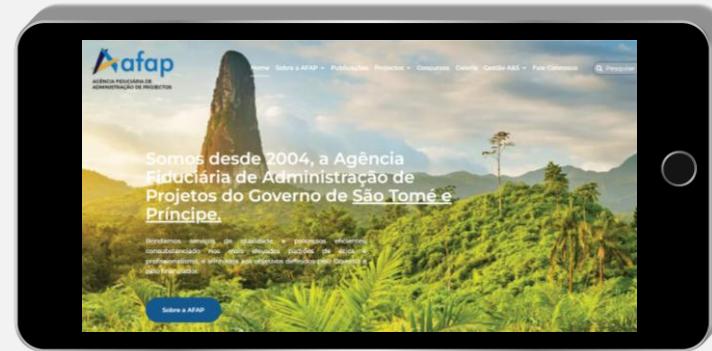
- Content production (text, animations and videos), according to the objectives and profile of the customer type of each platform;
- Insertion of content on various platforms, following the most effective techniques (for each platform) in order to achieve greater engagement. Ensuring a fast and effective ROI;
- management and scheduling of advertising insertions;
- Monitoring of Results and preparation of statistical and analytical reports



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Portfolio (2025)

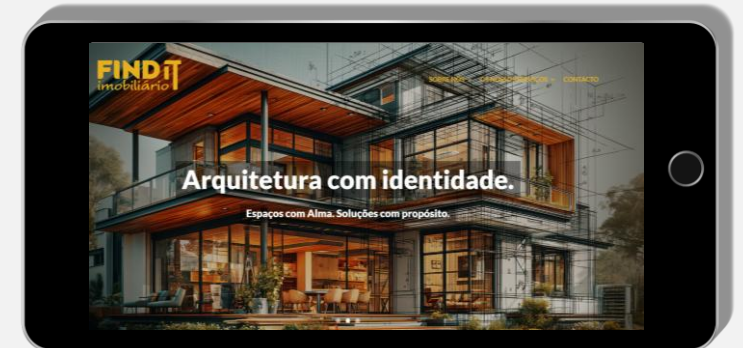
web site implementation
& Social Media Management



www.afap.st
(para parceiro On4U)



www.skillsonwood.pt



www.findit.pt



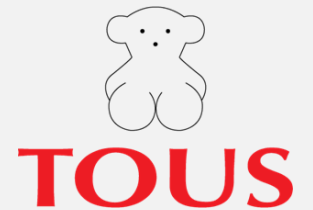
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ACTIVECAP



LACTOGAL



Other Key Clients

... among others



António Galvão Lucas

CV's Highlights
Key Team Members

Project Manager and Senior Consultant

Professional experience:

- Managing Director and Founder of Think Positive Solutions;
- Formerly CEO of Dot One Digital Media, NNC Web Multimedia, IT On Time and Volume Comunicação (all companies operating in the IT, Digital Marketing and Branding Design services area);
- Started career as Marketing Manager for eServices in Unisys and Sales Manager for EuroD-Digidoc (web design and implementation services).

Academic Background and Experience:

- Degree in “Management & Business Administration” and Post-Graduation in “Services Marketing” from the Portuguese Catholic University;
- Trainer for 3 years in “Services Marketing” for the Banking Training Institute of Portugal (IFB) and for 1 year for POPAI Portugal in “New technologies for the Point of Sale and Trends for Activation Marketing”;
- Speaker at international and national events: Marketing and Digital Signage: Screen EXPO (3 consecutive years in London), Unisys Summer University (Nice), Marketing Show EXPONOR among many others.



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Vera Capoulas

CV's Highlights
Key Team Members

Senior Designer and Developer

Senior Technician - graphic design, illustration, multimedia and brand management.

Professional experience:

- by 2010 (agencies, organizations and companies such as Dot One Group, Ogily Group, Publicis and EuroRSCG);
- Freelancer (Agencies such as Coming Soon Lisboa, Mentis Sorridentes, Unity in Health, MoveSports, Brand Station, Kayak, Think Positive Solutions among others);
- Examples of clients: Tranquilidade Seguros, Hovione, Nissan Automobile, Sata, Repsol, etc.

Education:

- Degree from the Higher Institute of Design, Marketing and Advertising (IADE);
Numerous courses and training courses (2D/3D animation, multimedia and new technologies for creativity in design).

Awards:

- Gourmand World Cookbook Awards, the Sapo Online Awards and the Prisma Web Awards, among others.



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Let's Talk!

How can we help?

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www.positivevision.pt