

SUMMARY

With 5 years in Digital Marketing, I design strategies that connect channels, improve campaign efficiency, and drive measurable growth. I've led projects from paid media to content, growing audiences and improving performance across all platforms.

EXPERIENCE

Mannheim, Germany
Oct 2024 - Present

AI & Performance Marketing Manager

plstr.

- Design and implement AI workflows to improve marketing and sales processes. I identify business needs and create automated solutions that save time and improve performance.
- Manage and optimize search ad campaigns. I've helped increase contact requests by 65% while reducing cost-per-click by 41%.
- Set up and refine email workflows in HubSpot. The new strategies are reached over 65% open rates and 122% click rates.
- Plan and execute account-based marketing campaigns with the sales team, focused on high-value targets. Use AI to research additional data about each lead and create fully personalized emails. This increases our lead nurturing and helps move prospects down the funnel more effectively.
- Apply Generative Engine Optimization (GEO/AIO) strategies to make sure our content is more visible and usable in LLM like ChatGPT and Gemini.
- Support clients directly by consulting on strategy, measuring performance, and adapting campaigns based on results.
- Train teams on AI tools through workshops and hands-on sessions. I make sure everyone understands how to use AI to solve real problems and work more efficiently.

Lampertheim, Hessen
Jul 2022 - Dec 2023

Digital Marketing Specialist

Zamann Pharma Support

- Planned and executed online marketing campaigns, including email marketing, webinars, online communities, and ads.
- Created and updated all sales and marketing materials, such as presentations, proposals, and case studies.
- Identified and collected contact data of relevant prospects fitting the company's target segments.
- Tracked and optimized KPIs with detailed reporting.
- Supported the setup of processes and seamless data integration with CRM (Hubspot).
- Conducted initial sales qualification calls for inbound leads.
- Managed the e-commerce platform ensuring seamless user experience and integration with marketing campaigns.

São Paulo, Brazil
Mar 2021 - Mar 2022

Marketing Media Strategist

Bandeirantes Group

- Developed strategic marketing plans for advertising brands across various communication channels (Digital, TV, Radio, OOH) .
- Managed merchandising actions for programs such as Masterchef and Formula 1.
- Ran digital campaigns and analyzed results for sponsors.
- Created and organized all sales and marketing materials, including presentations, proposals, and case studies.

São Paulo, Brazil
Jul 2019 - Mar 2021

Digital Marketing Analyst

LG Electronics

- Managed the company's media platforms with over 12 million followers and users
- Provided digital consultation, brand analysis, insights and social listening to business units.
- Developed media briefings and strategies, analyzed campaign metrics and was responsible for all branded content on LG.com
- Implement local landing pages and product pages in close collaboration with headquarters to meet global and regional requirements.

São Paulo, Brazil
Jan 2019 - Jun 2019

Market Access Intern

Boehringer Ingelheim

- Regionalized global materials.
- Assisted in organizing events to promote access to medicines in the business to government sector.
- Managed budget and contracts, working with agencies for necessary revisions.

EDUCATION

São Paulo, Brazil

Bachelor of Communication, Advertising and Marketing

Escola Superior de Propaganda e Marketing

Institution ANABIN: H+ A4

SKILLS

- Digital Marketing Strategy
- AI & Automation in Marketing
- Campaign Planning & Execution
- GEO/AIO, SEO & SEA Strategy
- Multi-Channel Marketing (Paid, Organic, CRM)
- Account-Based Marketing (ABM)
- Google Analytics, HubSpot, Semrush
- Email Marketing & Nurturing Flows
- Webinar & Event Marketing

LANGUAGES

Portuguese
Native

English
C1

German
B2

Spanish
B1

CERTIFICATIONS & COURSES

Hubspot

Digital Marketing & Hubspot Marketing Hub Software

Credential ID: d345907bf69e403a8595bbdbd77c6860

University of London

Brand Management: Aligning Business, Brand and Behaviour

Credential ID SGHUGQAECKA4

Google

Principles of Digital Marketing: Analytics, SEM, SEO, UX, CRM and e-commerce.

Credential ID JSL FCR L97