

Digital Marketing Manager

Gustavo Anschau

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4 years experience in digital marketing. My skills include:

Developing digital strategies to maximize organic and paid traffic, creating effective strategies, developing strategic marketing media plans, managing media platforms with over 12 million followers and developing all branded content.

Work Experience



Zamann Pharma Support (07/2022-12/2023)

Digital Marketing Specialist 📍 Lampertheim, Hessen, Germany

- Responsible for online marketing campaigns and communication
- Planning and creation of email marketing, webinars, online communities, online ads, websites
- Increasing relevant KPIs such as open rates, click-through rates, and read rates in outbound customer communication
- Strong focus on Email communication in all aspects of lead nurturing, product updates, engagement and customer retention
- Attracting more leads from search results through organic strategies such as SEO and paid strategies such as Google Ads.
- Analysis KPI reporting in relation to marketing objectives (such as improving the visibility and click-through rate of our website on search results pages)



Bandeirantes Group (03/2021 – 03/2022) - 1y

Marketing Analyst

Bandeirantes is the fourth largest open TV station in Brazil. My responsibilities included:

- Developing strategic marketing plans for advertising brands across all communication channels (TV, Radio, OOH).
- Managing merchandising actions such as in Masterchef, campaigns for digital structures and analyzing results for sponsors.



LG Electronics Brazil (07/2019 – 03/2021) - 1y 9m

Digital Marketing Analyst

- Managing the company's media platforms with over 12 million followers and users
- Provide content consultation, brand analysis, insights and social listening to business units.
- Develop media briefings and strategies, analyze campaign metrics and be 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.

- Responsible for regionalization of global materials.
- Assist with events to promote access to medicines in the business-to-government sector.
- Assist with budget and contract oversight and work with agencies for necessary revisions.

Education

ESPM

Escola Superior de Propaganda e Marketing
Brazil - Institution ANABIN: H+ A4
Bachelor of Advertising and Marketing (4 years)

Certifications



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







Meta
Ads and Targeting
Branded Content
Optimization of A/B campaigns,
LGPD (+)

Skills

Branding; Social Media Strategy; Advertising; Brand Analysis;
Generate Insights; Email Marketing; E-Commerce; UX;
Artificial Intelligence; Photoshop; Video Edition.

Language

-  Portuguese: Mother tongue
-  English: Business fluent - level C1
-  German: Level B2 (active learner)
-  Spanish: Basic knowledge - level B1

Portfolio
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