



Tiago Palladino

Growth Marketer

Professional Profile

Dynamic and results-driven Growth Marketer with extensive experience in strategic planning, client relationship management, and campaign optimization. Proven track record of leading teams to success, driving business growth, and enhancing brand visibility. Currently leveraging skills to boost marketing efforts at early-stage startups Genie AI and SwipeSwipe.

Contact

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Languages

Spanish : Native

English : Advanced

Education

2020 - 2024

Universidad de San Andres

Digital Business Bachelor Degree

Skills

- Social Media Marketing
- Funnel Building
- Lead Generation
- Email Marketing
- Project Management
- Digital Ads
- Storytelling and Copywriting
- Website Building

Professional Experience

Marketing Specialist - GENIE AI

February 2024 - Present

- Brought in to establish Genie AI's marketing department, I worked closely with the CEO and advisors to set up the initial structure and strategy.
- Leading the team, we launched the company's first marketing campaigns and created foundational content.

Marketing Specialist - SwipeSwipe

July 2024 - Present

- In my current role, I am working on improving conversion optimization, performing keyword research and analysis, optimizing website SEO, and assisting with various marketing initiatives.

Freelance Digital Marketer

2020 - 2024

- Designed and executed complete paid media strategies that raised conversions by more than 30% for my customers.
- Managed relationships with more than 20 clients in different languages and regions.
- Managed a team of 5 people that helped me get results for my clients in the most effective way.