


# MARIANE REZZUTO CARVALHO HOMEM

CONTACT

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Rotterdam - NL

GLOBAL MARKETING BRAND MANAGER  
MARKETING SCIENCE | BUSINESS DEVELOPMENT  
BRANDING | DATA | PERFORMANCE | COMMUNICATION

## PROFILE

For over 13 years, I've driven growth in marketing, communications, and branding across diverse regions (EMEA, USA, LATAM). Leading multidisciplinary teams, I spearheaded a 52% marketing cost reduction, 500% lead gen increase, and 25% SoS growth, and up to 15% revenue growth. My strategic expertise paired with business acumen fosters strong executive relationships, business development and successful partnerships. I excel at full-funnel campaigns across all media, while possessing experience in brand development, social media, growth hacking tactics, events, AI tools, and content creation. I have also successfully delivered substantial marketing data projects, such as MMM, MTA, and forecasts. I'm a proven leader with a knack for creative problem-solving in fast-paced environments.

## EDUCATION

MBA in Data Science and Analytics, USP - Sao Paulo, Brazil. Completed in December 2023.

Certificate in Branding - Building Brands with Purpose, NYU - New York, USA. Graduated in July 2019.

MBA in Science of Consumption, ESPM - Sao Paulo, Brazil. Graduated in December 2015.

B.A. in Marketing, Advertising and Creativity, Makenzie University - Sao Paulo, Brazil. Graduated in December 2010.

Native Portuguese, Fluent English, Advanced Spanish, Beginner Dutch.

## WORK EXPERIENCE

**Americanas S.A.** | Feb/2022 - present  
**Position:** Marketing Science & MOps Manager

- Led high-performing Marketing Science and Marketing Operations teams, providing data-driven support for all company brands across platforms (e-commerce and stores).
- Developed and implemented a Marketing Mix Model (MMM) resulting in a 15% annual optimization of marketing spend.
- Developed tools to align marketing and sales strategies to achieve monthly gross goals, such as revenue, website visit forecasts, and e-commerce traffic projections, and established a methodology to prioritize category growth.
- Championed a full-funnel approach, using A/B testing and campaign analysis across regions and categories to generate actionable insights and improve marketing effectiveness.
- Developed an Attribution Model (MTA) with the potential to optimize resource allocation by 12%.
- Fostered strong relationships with media partners, research firms, creating insightful dashboards for stakeholders.
- Monitored key indicators from Performance, Branding, Live Commerce, CRM, SEO and Affiliates teams to generate consultative recommendations for their heads and the CMO.

## **Engemon Engineering and Technology** | Apr/2018 – Feb/2022

**Position:** Head of Marketing & Brand (based in NYC from March to July/2019)

- Led all marketing disciplines, overseeing brand strategy, messaging, and customer journey optimization.
- Increased lead generation by over 500% through a data-driven content strategy, growth hacking tactics, social media management, and targeted paid media campaigns.
- Built and managed a network of outsourced partners to support marketing initiatives.
- Implemented a CRM system, streamlining sales processes and saving clients 20% of management time.
- Strategically planned activations and sponsorships, creating a proprietary event platform focused on brand building, networking, and experience to optimize ROI in acquisition and retention.
- Led the development of the Annual Operating Plan (AOP) and managed the annual budget.
- Developed and implemented PR strategies, including identifying and training media spokespeople, and coordinating interviews.
- Orchestrated successful employer branding and change management initiatives.

## **GRUPO DORIA & LIDE** | Sep/2012 to Apr/2018

**Position:** Head of Marketing & Brand

- Led Marketing, Performance, and Branding teams, crafting a global brand-building strategy for 32 LIDE BUs (EMEA, USA, LATAM).
- Achieved a 25% growth in Share of Search within LATAM through multi-platform brandformance campaigns.
- Reduced marketing cost center by 52% through operational optimization and streamlined workflows. Additionally, achieved a 100% retention rate for the marketing team.
- Successfully launched marketing campaigns for 6 group companies (magazines, TV shows, events) across diverse markets. Rebranded key portfolio brands and redesigned digital presence at no cost.
- Partnered with the Sales team to present group advertising products/solutions, securing growth through targeted pitches in various countries across multiple markets.
- Developed and maintained strong post-sale client relationships by monitoring campaigns, analyzing results, and proactively taking action to improve.
- Built executive-level relationships with media partners, agencies and clients securing new business opportunities.

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### SUPPLEMENTARY COURSES

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- Digital Media Mix Multichannel Analysis Course – ESPM
- Analytics, Metrics, and Big Data Extension Course – PUCRS
- Customer Experience; Growth Hacking; Business Intelligence – FIAP
- Nanodegree in Digital Marketing - Udacity
- Design Thinking - Google NYC Learning Center
- UX Design; Digital Marketing - General Assembly (NYC)
- Fractal; Impactful Power Point Presentations - Perestroika
- Consumer Neuroscience; Entrepreneurial Communication Models - HSM University