

Catarina Marques Teles

CV

Profil

I'm a motivated and ambitious woman who loves connecting products to their audiences. I enjoy working collaboratively with teammates from various roles and backgrounds. I believe that the most interesting solutions are discovered when a diverse group of people are involved. I'm constantly hungry to learn new skills, be it professional or recreational— both help you grow. Outside of work I love running, traveling, cooking, and am very passionate about the environment and how one can live a sustainable lifestyle.

Experience

Penta, Germany – Product Marketing Manager

November 2020 – present

- Successfully lead product launches, including mobile onboarding, integrated loan application, higher cards limits, security measurements, referrals and more
- Work with a multitude of cross-functional teams including marketing, PR, CRM, business development, product, C-suite remotely spread in Europe
- Develop and own product positioning strategies that articulate the value proposition of Penta within the fintech sphere
- Own and develop deep competitive and audience insights that drive product and business decision making
- Work on growth (onboarding) and feature adoption (everything else) to drive product and to ultimately minimize churn
- Establish a customer feedback loop between CRM, business development and PMM in order to cluster customer feedback for the product teams
- Help product managers and engineers identify and prioritize the most impactful work by bringing the voice of the customer to the table and represent them in every decision we make
- Organize research interviews. Tasks include segmenting focus groups, coordinating, and conducting live session, and summarizing findings
- Establishing processes across the company to position Product Marketing as a new function. This includes setting up internal communication frameworks, PMM Newsletter, customer feedback loops, cross-functional working streams, and more

Pinterest, DACH – Growth Specialist

May 2019 – November 2020

- POC for all GTMs in DACH & support of all relevant feature launches
- Conceptualize and run feature education campaigns mainly for pinners (e.g. Pinterest basics to grow engagement), but occasionally also for creators (e.g. for video or story pins launch)
- Help increase awareness and adoption for all Pinterest products via local marketing activities, in-product education
- Conceptualize, create, and run full-funnel paid performance traffic, awareness, and resurrection campaigns for B2C and B2B audiences monitoring long time success (LTV/CAC)
- Work on messaging and positioning within the DACH region with the local PR team to communicate Pinterest's value
- Testing ASO to generate insights on local preferences and behaviour to drive growth
- Test user flows on a regular basis to provide insights & findings to engineering & product teams
- Observe the competitive landscape in the DACH region and beyond to stay alert about industry relevant product changes and updates to share insights with the team
- Curation of all editorial spaces to support creator & partner distribution, showcase relevant content for pinners, as well as to support the moment-led growth strategy

InVision | NY based SaaS Company – Social Media Marketing Coordinator

May 2018 – May 2019

- Working with Product Marketing Managers on strategies to best reach our customers
- Assisting product marketing launches with multiple stakeholders
- Manage multiple marketing campaigns for the Social Media Marketing team, working cross-functionally with *all* departments in the company
- Coordinate multiple campaign efforts and launches by using Freehand, Asana, and Jira
- Create reportings for launches, as well as quarterly content performance analysis to optimize future campaigns and learn from the data
- Working in a hyper-fast environment with up to 5 marketing launches per week, such as Design System Video Series launch, InVision Studio Tips & Tricks, Design Better Podcast, Conversations, and many more
- Constantly met or exceeded our goals under tight and ever-changing deadlines
- Coordinate all editorial content (Inside Design) on all social media platforms, as well as relevant external content
- Monitor success on social media platforms (Google Analytics, Mode, SproutSocial)

hey woman!, Berlin – Social Media & Growth Marketer

June 2016 – May 2018

- Helped drive unique visits to hey woman! by +107,25% since joining
- Produce social media content & campaigns which already increased followers by +447% (FB) and +101% (IG)
- Create paid performance campaigns on Facebook & Instagram (growth strategies, launch planning)
- Analyse data plus the performance to report it weekly and monthly to our founders and team members (via Google Analytics, Iconosquare & Hootsuite)
- Manage, plan and execute our digital strategy on our social media platforms (including Pinterest, Twitter, Facebook, Instagram & especially Instagram Stories)
- Move quickly and learn from our successes and failures to improve our outcome
- Build newsletter campaigns with Mailchimp
- Write articles that are focused on sustainability and technology
- Perform in person interviews with individuals such as Stella McCartney
- Manage and coordinate all efforts

Skills

Day-to-Day

- Asana, Jira, Atlassian, Confluence
- Figma / Sketch / InVision / Adobe
- Sprout Social, Google Analytics
- G Suite
- SQL
- Basic HTML
- Basic CSS

Languages

- German – native
- Portuguese – native
- English – fluent
- Spanish – fluent
- French – conversational
- Swedish – beginner

Education

Freie Universität Berlin

2013 – 2016

- Graduated with a B.A. in Spanish Philology with Latin-American Studies & Portuguese Brazilian Studies with focus on sociology & politics, including extra curriculum semesters in business administration.

Courses

2016-Present

- Coursera classes (such as Web Analytics in Theory with Kevin Hartman)
- Journalism classes (Community College)
- Google Analytics Academy (Beginners & Advanced)
- SQL for beginners (LinkedIn Learning)
- General thirst for knowledge

Extracurricular

Twice voted volunteer of the Youth Parliament, Remscheid

April 2006 – April 2010

- Non-Party bound, representing the voice and wishes of the youth
- Member of the Congregation of Education / Congregation of Youth / Congregation of Construction / Congregation of the Elder People
- Planned events / worked in prevention for drug abuse / built a Skatepark / implemented a regular dialogue between students and Second World War Survivors

Regional Winner of the “Wirtschaftswissenschaft im Wettbewerb” prize, Remscheid – NRW

2006

- Participation in the national finals

Contact

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