

EDOU MOTA


Senior Growth Marketer & CRM/Marketing Automation Leader
10+ years building data-driven lifecycle programs across email, SMS and in-product. Led CRM for a 9M+ merchant base, pairing SFMC & custom tooling (Liquid/AMPscript/SQL) to deliver AI-powered personalisation that lifts activation, retention and LTV.

EXPERIENCE

 2020 - 2025
Shopify Inc.


Senior Growth Marketer / Marketing Automation

- Initially focused on strategic initiatives within the Product Sourcing team, driving projects from ideation to execution for B2B products including Handshake (wholesale platform) and Oberlo (dropshipping app).
- Transitioned to Marketing Automation role, analysing customer behavioural data to identify lifecycle triggers and optimise automated campaign performance across 9M+ merchant base.
- Built and executed industry-leading email marketing and marketing automation campaigns using Mozart, SFMC, HubSpot, and SendGrid, increasing merchant engagement and retention across customer journey touchpoints.
- Collaborated cross-functionally with Product, UX, lifecycle marketing, data science, and experimentation teams to ensure operational excellence and campaign effectiveness.
- Developed technical marketing assets including dynamic email templates, marketing landing pages, data workflows, and automated email journeys using Liquid, HTML, CSS, JavaScript, SQL, and AMPscript

 2019-2020
M&S


CRM Email Manager

- Managed end-to-end email campaign execution using Salesforce Marketing Cloud, delivering 15+ campaigns weekly to 2M+ subscribers across Food, Clothing & Home, and Beauty divisions
- Increased email engagement by optimising send strategies, implementing advanced personalisation with AMPscript, and collaborating with data agency (Planning Inc) on audience segmentation and targeting
- Led technical implementation of cross-client testing (Litmus), real-time personalisation (LiveClicker), and AI-powered subject line optimisation (Phrasee) to improve campaign performance.
- Managed complex campaign workflows including BAU campaigns (Food Newsletter, Your Picks), promotional campaigns (Tailor Made Offers, Friends & Family), and lifecycle programs (At Risk, Acquisition, Retention)

 2016-2020
Pitney Bowes

Marketing Automation Specialist




- Led technical conceptualisation of demand creation and lead nurturing programs, including end-to-end lead management for customer and prospect segments
Developed and executed customer onboarding automation programs, reducing time-to-value and improving product adoption rates
Implemented A/B and multivariate testing frameworks to optimise campaign performance, resulting in measurable improvements in conversion rates
Documented marketing automation processes, programs, and best practices;
- provided training to marketing team members on SFMC capabilities

 2015-2016
Teradata / Mapp

Campaign Manager

- Implemented CRM campaigns ensuring high levels of customer engagement across email, mobile push, and SMS platforms
- Worked closely with clients at their offices, identifying trends and recommending courses of action on a bi-weekly basis
- Analysed campaign results regularly, making recommendations and implementing changes based on KPIs

Other Experience: Senior Account Executive, Graphic Designer, Business Development

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CERTIFICATIONS & TRAINING

 2025
Gumloop

Workflow & Automation

- AI-powered workflow automation

 2024
BrainStation


Data Analytics

- Tableau, MySQL, Statistical Data Analysis, SQL

 2017
Salesforce Certificate

Email Marketing Specialist

- AMPScript, Automation Studio,

 2011-2014
London Business School

BA Marketing

- Data Analytics, Consumer Behaviour, Statistical Analysis

KEY ACHIEVEMENTS

- Managed 9M+ shop email program at Shopify across merchant lifecycle
- Expert in SFMC technical implementation (AMPscript, Journey Builder)
- Cross-functional leader collaborating with data science, UX, and product

SKILLS

SFMC	HubSpot	Marketo	SendGrid
SFDC	Mozart	Offerfit	Planning Inc.
HTML/CSS	AMPScript	Liquid	YAML
Looker	BigQuery	Tableau	MySQL
Figma	Cursor	Looker Studio	MCP
LiveClicker			

LANGUAGES

ENGLISH	●	●	●	●	●	●	●
PORTUGUESE	●	●	●	●	●	●	●
SPANISH	●	●	●	●	●	●	●
FRENCH	●	●	●	●	●	●	●

REFERENCES

Available on request