

EDOU MOTA

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edou-mota-interactive-cv

WORK 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
Terradata / 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

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

CRM / Marketing Automation

SFMC HunSpot Marketo SendGrid
SFDC Mozart Offerfit

Technical Skills

HTML/CSS AMPScript Liquid YAML
Looker BigQuery Tableau MySQL

Tools and Technologies

Figma Cursor Looker Studio MCP
LiveClicker Planning Inc.

LANGUAGES

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

REFERENCES

Available on request

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