

# Antonio Kiepert

## Marketing Manager | Growth & Paid Media Specialist

 antoniohenriquekiepert@gmail.com  WhatsApp: +55 (27) 98877-0632  [linkedin.com/in/antoniookiepert](https://linkedin.com/in/antoniookiepert)

 Vila Velha, ES - Brazil

 **International Experience:** 9 years living in the United States with fluent English (native level). Active experience managing simultaneous marketing campaigns for American and Brazilian markets.

### Professional Summary

I build growth engines for SaaS and B2B companies, with a focus on **Growth, Paid Media & Automation**. I don't just run campaigns: I design systems that connect marketing, product and sales to drive predictable results. At SlabWare, I own the full funnel: from demand generation and paid media to onboarding automation and retention. My 9 years living in the US gave me fluent English and a global mindset to run simultaneous campaigns across American and Brazilian markets.

### Professional Experience

**Marketing Manager** May 2025 - Present

**SlabWare** · <https://slabware.com>

*SaaS for the stone industry / US & Brazil markets*

- Own end-to-end marketing: demand gen, paid media, automation, onboarding and product-led growth
- Restructured the Paid Media strategy (Meta + Google + YouTube) and hit **150%+ ROI**
- Cut CAC by 40%** while keeping lead volume and quality
- Implemented Zoho CRM as the company's sales and marketing stack (pipelines, automations and dashboards)
- Designed the complete Free Trial funnel: from capture to automated onboarding and retention
- Built automation workflows with n8n for lifecycle marketing, lead scoring and customer success
- Built internal lead mining system + email dispatcher integrated with CRM
- Created team production control dashboard (React, TypeScript and Supabase)
- Run simultaneous campaigns for US and Brazilian markets with localized copy, creatives and targeting

**Video Editor & Motion Designer** September 2024 - July 2025

**SlabWare**

*Creative production for ads and onboarding*

- Produced conversion-focused video content using After Effects, Premiere and AI tools
- Created campaigns combining AI scripts, ElevenLabs voice-over and motion design for Meta and Google Ads
- Developed product tutorials and walkthroughs to support onboarding

**Co-founder & Owner** January 2023 - December 2025

**Arara Silk**

*Textile printing business*

- Co-founded and managed a textile printing business, handling operations, design and client relationships
- Applied graphic design and digital marketing to grow the brand and customer base

**Technical Designer** November 2022 - August 2024

**Icone Sports**

*Graphic arts for textile sublimation*

- Textile sublimation and vectorization specialist, turning creative concepts into high-quality designs
- Worked with CorelDRAW and Adobe Suite for brand art production

**Freelance Graphic Designer** January 2020 - November 2022

**Self-employed**

*Design and digital marketing projects*

- Provided graphic design services using Adobe Suite and CorelDRAW
- Supported companies with design, visual identity and digital marketing

### Marketing Coordinator

2019 - 2022

#### Feed Distributor

*Marketing from scratch for regional distributor*

- Created and implemented the entire marketing operation from scratch, including brand identity and positioning
- Developed institutional website and implemented integrated e-commerce system
- Implemented the e-commerce system which generated R\$ 40k in revenue within the first 5 months of online operations
- Structured brand's digital presence with SEO strategies, social media and paid campaigns
- Coordinated content production and communication materials for online and offline channels

## Core Competencies

### Growth & Demand Generation

Free Trials, Pipeline Generation, Revenue Marketing, Product-Led Growth, Funnel Optimization

### Paid Media & Performance

Meta Ads, Google Ads, YouTube Ads, A/B Testing, Audience Optimization, Analytics, ROI Management

### Automation & CRM

Zoho CRM, n8n, Lead Scoring, Lifecycle Marketing, Email Sequences, Marketing Automation

### Creative & Production

Video Production, After Effects, Premiere Pro, AI Creative Tools, ElevenLabs, Copywriting

### Development & Tools

React, TypeScript, Supabase, n8n, Dashboards, Internal Tools, API Integration

### Design & Branding

CorelDRAW, Adobe Suite, Vectorization, Visual Identity, Basic UX/UI

## Languages

**Portuguese:** Native

**English:** Fluent (9 years in the US)

**Spanish:** Basic

## Education

### Marketing Technology Degree

October 2025 - July 2027 (ongoing)

#### Universidade Vila Velha - UVV

Focus on marketing management, marketing strategy and digital marketing.

### High School

Completed

#### EEEM Orminda Gonçalves