

Antonio Kiepert

Marketing Manager | Growth & Paid Media Specialist

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 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