

Contact

71 98477 0061 (Mobile)
andre_imarinho@hotmail.com

www.linkedin.com/in/andr -marinho-3318ab1aa (LinkedIn)

Top Skills

JavaScript
JSON
HTML

Languages

Ingl s (Native or Bilingual)
Portugu s (Native or Bilingual)

Andr  Marinho

Developer in Transition & Data-Driven Marketer
Salvador, Bahia, Brazil

Summary

Transformo estrat gias complexas em resultados reais, marketing claro, sem achismo, feito para escalar.

Crescimento n o acontece por acaso, acontece com m todo, clareza e execu  o estrat gica.   nisso que eu acredito e   o que entrego.

Sou estrategista de marketing especializado em neg cios B2B que desejam previsibilidade e escalabilidade. Minha miss o   transformar opera  es de marketing fragmentadas em resultados s lidos, alinhando branding, performance e automa  o para impulsionar crescimento sustent vel.

Nos  ltimos 7 anos, liderei projetos integrados que v o al m de canais e m tricas isoladas. Constr i marcas fortes e opera  es digitais robustas usando um modelo claro e orientado por dados: definimos o norte estrat gico, implementamos a jornada ideal, e validamos tudo com resultados palp veis - sem achismo - apenas m todo.

Mais que marketing, entrego dire  o. Trabalho pr ximo a equipes para garantir que cada decis o impacte positivamente n o apenas n meros, mas o neg cio como um todo. Minha especialidade   simplificar o complexo, transformar ideias em a  es concretas e gerar resultados que falam mais alto que qualquer slide.

Se voc  sente que seu marketing faz barulho, mas n o entrega resultado real, talvez seja hora de conversarmos.

Experience

Aut nomo
B2B Marketing & Web Consultant
August 2017 - Present (7 years 11 months)

Salvador, Bahia, Brasil

- Planned and executed full-stack digital operations for 20 + clients, blending paid media, SEO and custom WordPress builds to lift qualified lead volume by up to 60 % per project.
- Designed, coded and shipped responsive websites/landing pages with Divi, Elementor and vanilla JavaScript, cutting average time-to-launch from four weeks to ten days.
- Created reusable component library in CSS/JS, improving page-speed scores (Lighthouse 90+) and easing future maintenance for non-technical stakeholders.
- Integrated GA4, Mixpanel and custom event tracking; used SQL + BigQuery to validate UX hypotheses and iterate through A/B tests that raised conversion rates by 18 %.
- Automated lead-nurture flows with Zapier/Make and custom webhooks, saving ~15 hours of manual work per month and ensuring real-time CRM updates.
- Mentored junior designers on accessibility-first UI and atomic design principles, reinforcing scalability and consistency across multi-brand design systems.

Grupo Hemocat

3 years 6 months

Logistics Supervisor

August 2015 - August 2017 (2 years 1 month)

Salvador, Bahia, Brasil

- Led a four-person team, coordinating routes and storage for medical devices; negotiated SLAs that lifted on-time delivery to 98 %.
- Built a real-time inventory dashboard in Power BI and embedded it in the company intranet, improving purchase-planning accuracy by 15 %.
- Documented processes for ISO 9001 certification using flow-chart tools still leveraged in my current front-end work to map user flows and acceptance criteria.

Finance Assistant

March 2014 - July 2015 (1 year 5 months)

Salvador, Bahia, Brasil

- Automated bank-reconciliation tasks with advanced Excel + VBA, reducing inconsistencies by 25 % and sparking my interest in coding for efficiency.
- Produced monthly variance reports for leadership, sharpening data-storytelling skills now applied to product analytics and post-launch reviews.

Education

Open Source Society University

Computer Science, Tecnologia da Informação · (June 2025 - September 2027)

Autodidact

Unijorge

Bacharelado em Administração, Administração e Negócios