
CAREER SUMMARY

Senior-level Marketing Management

- **Marketing leader with 15 years of experience** and a strong executive presence, with a solid track record of strategic accomplishments in companies demanding rapid growth where constant challenges are the norm.
- **Provide dedicated coaching and development** to the marketing team, building and motivating high-functioning remote teams for increased performance and growth.
- **Guide global marketing initiatives** and evaluate opportunities to strengthen the brand.
- **Develop and execute marketing plans** for a multi-product, multi-persona environment, building successful marketing campaigns for the entire Customer Journey lifecycle.

AREAS OF EXPERTISE

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|---------------------------|----------------------|------------------------|
| ▪ Demand Generation | ▪ Strategic Planning | ▪ Team Leadership |
| ▪ Digital & B2B Marketing | ▪ Sales Orientated | ▪ Communication Skills |
| ▪ Brand Development | ▪ P&L Accountability | ▪ Teamwork |

PROFESSIONAL EXPERIENCE

Semrush, London, UK

Dec 2021 – Apr 2023 (1 yr 5 mos)

An American Marketing SaaS technology company with annual revenue of \$254 million.

Head of Marketing Operations (Interim VP of Marketing Operations)

- **Delivered \$70+ million in net-new recurrent revenue in 2022** to ensure ROI, coordinated the marketing budget, bridging finance reporting and stakeholders (*VP of Digital, VP of Brand, VP of PR*) to acquire high LTV customers at the appropriate LTV-to-CAC ratios.
- **Matrix managed over 65 Product-led marketing initiatives**, linking Product campaigns with Brand Value Selling campaigns. Support the team in executing the product and brand alignment with content, design, and growth activities, shaping the brand positioning with new audiences and channels.
- **Defined the strategy and framework** for Marketing and Enterprise Sales, based on leads, MQL and SQL workflow and the qualification process, through pipeline and closed-won revenue.
- **Laid the foundations for ABM - Account-Based Marketing** campaigns with the Enterprise Sales team by redefining buyer personas and launching Data Enrichment and Marketing Automation.
- **Strategic and hands-on expertise** to explore and assess new marketing channels for a strong performance with our target audiences, tune content, message, formats, and promotion tactics to each channel for maximum impact. Using various channels, including but not limited to *Paid Search and Display, Programmatic Advertising, Paid Social, Organic Social, Organic Search (SEO), Audio, Smart TV, Marketplace, Dark Funnels, Affiliates, Webinars, Events, Email, and Snail Mail*.
- A comprehensive record of website and landing page full-funnel performance improvements.
- Experience with marketing automation (*HubSpot, Marketo, SalesLoft*) and CRM (*Salesforce*) systems.
- Sound knowledge and experience with various digital planning and analysis platforms, reporting KPIs.
- Research and trace the factors impacting the market, business, competitors, and marketing solutions.

PROFESSIONAL EXPERIENCE

UnitedLex, London, UK

Feb 2020 – Dec 2021 (1 yr 10 mos)

An American legal services and technology company with annual revenue of \$510 million.

Director Demand Generation

- ***Delivered \$10 million in B2B closed-won deals*** based on digital marketing and events.
- ***Developed a B2B pipeline of over \$31 million*** from net-new opportunities with Fortune 500 companies.
- ***Overachieved board-level targets***: 410 MQL and 85 SQL against the goal of 250 MQL and 50 SQLs.
- ***Jumpstarted 17 thought leadership campaigns*** positioning the company as the leader in its industry.

Responsible for building global demand generation functions from the ground up across the end-to-end marketing lifecycle. Responsible for generating new logo business, penetration in existing accounts, and driving significant pipeline development for all Strategic Business Units (SBUs), managing a team of eight managers across Digital Marketing, Global Events, Inside Sales (SDRs), and Strategic Accounts.

Delivering digitally-led, omnichannel global campaigns, considering the entire marketing mix, the enterprise buying cycles and ultimately the targeted audiences and lead scoring to effectively convert business-to-business contacts into MQLs, implementing innovative approaches to lead conversion and overall funnel management.

- Ensure the hand-off from Marketing to SDRs to the Sales team is consistent and customer-orientated.
- Collaborating with sales leadership to create the demand to grow the business exponentially.
- Work closely with the creative team to prepare messages and assets to reach our target audiences.
- Formulating and executing the strategy by which Global Marketing generates qualified leads.
- Developing lead generation strategy for digital and offline channels, including SEM/PPC, Display/Retargeting, ABM, social media, Email, Snail Mail, Website, SEO, Review Sites, Webinars, and Events.
- Coordinating the annual events calendar, from webinars to face-to-face events.
- Managing end-to-end lead nurturing programs. Partnering with the creative and service marketing team to create assets for pipeline generation and qualification.
- Managing several external Agencies. Defined shared terms such as leads, MQLs, and SQLs.

Martech: Salesforce CRM, SalesLoft, Hubspot, 6Sense ABM, Google Search and Display, LinkedIn Ads, Twitter Ads, Taboola, Netline, LinkedIn Sales Navigator, Raven SEO, Hootsuite, Contentful CMS, Click funnels, Google Tag Manager, Google Analytics, Hotjar, PowerBI, Asana.

Bitdefender, London UK

Mar 2017 – Jan 2020 (2 yr 11 mos)

A Cyber Security technology company with annual revenue of \$343 million that supplies 500+ million users.

Senior Digital Marketing Manager

Focused on executing campaigns, ensuring the channel delivers the required volume and ROI. Managed Demand Generation strategy for Google Search and Display, Nativo, Yahoo, and Bing, as well as the Content Syndication using platforms such as Netline, PureB2B, TechHQ, Sharethrough, Outbrain and InPowered, etc.

- ***Overachieved Sales-agreed Enterprise B2B target***: 1,775 MQLs against 1,500 MQLs goal.
- ***Attained 91.44% of the SME B2B e-commerce goal***: \$3,5 million. Focused on AOV, CAC and LTV.
- ***Led enterprise Brand marketing campaigns*** generating 73.5 million visits to the website.
- ***Expanded the digital marketing mix*** with 12 net new additional advertising channels.
- ***Supported the retention program's*** retargeting campaigns and the Marketing Automation emails.

Martech: Salesforce CRM, Hubspot, ABM Demandbase, Conductor SEO, Google Ads & Bing Ads, Google Tag Manager, PowerBI, Google Analytics, Adobe Analytics, Trello.

PROFESSIONAL EXPERIENCE

Chubb Insurance, London, UK

Oct 2015 – Feb 2017 (1 yr 5 mos)

A global insurance company listed on the New York Stock Exchange with annual revenue of \$43.2 billion.

Digital Marketing Manager, Contractor

Having a matrix-managed team of nine marketing specialists across eight countries and external agencies. Cross reported to the Vice President of Digital Business in New York and the Head of the Brand in London.

- **Spearheaded an entire re-Brand project** of 43 websites in 19 languages within the EMEA region.
- **Enhanced Email Marketing's** overall click-through rate by 28% and delivery rate by 5% throughout all A/B testing and CRO campaign optimisations.
- **Boosted the "Ultra-High-Net-Worth"** individuals' segment by 4% within the UK market share.
- **Attained an 8% sales funnel** conversion rate for Accident & Health insurance campaigns (A/B testing).

AMICAIA Web Solutions - Digital Marketing Agency

Feb 2011 – Sept 2015 (4 yrs 8 mos)

Digital Marketing Agency with complete services for SMEs and Enterprises.

Digital Marketing Director, Partner

Led a team of 8 specialists: brand manager, copywriters, web designers, social media, web developer, PPC manager, and Email. **Digital marketing campaigns** throughout Europe, the USA, Canada, and South America.

Branding for SME clients: from logo design, brand signature, stationery concept, social media and website.

Delivered **Social Media training** for clients like Rituals Cosmetics and the German Chamber of Commerce.

- **Deutsche Bank** optimised the B2B Google Ads campaigns and paid media campaign landing pages.
- **Make-A-Wish Foundation** & Unibank led the social media Brand awareness campaign.
- **Ocean Revival**, created and implemented the Marketing Strategy for the underwater park.

Digital Group - Digital Marketing Agency

Feb 2010 – Jan 2011 (1 yr)

Digital Marketing Agency specialised in social media and Search Marketing (Google Ads and SEO).

Sales Director

Reporting to the CEO, collaborating with executive leaders to drive new business, preparing commercial proposals, and executing sales. Prepared the social media strategy proposal for the Tourism of Portugal, presenting it to the national tourist board. Led the digital marketing strategy proposal for BPN Bank.

EDUCATION

- **Artificial Intelligence for Marketing & Growth Hacking**, Growth Tribe, London
- **Post-Graduated**, Marketing and Advertising, ESCS – *Institute of Communication and Media*
- **Executive Master**, Digital Marketing, IPAM Institute (*final classification of 18 on a 0 to 20 scale*).

PROFESSIONAL ENGAGEMENT

The guest judge for the DXA, **UK Digital Experience Awards**, London

2018 – Present (5 yrs)

2022 - Judging category: *Best Business Response to Covid-19* in the UK Business and Innovation Awards

2021 - Judging two categories: 1) *Best Use of Digital* and 2) *Digital Team of the Year*

2020 - Judging two categories: 1) *Online User Experience* and 2) *SEO Strategy*

2019 - Judging category: *Best PPC Strategy*

2018 - Judging category: *SEO Strategy*