Claudia Fernandes
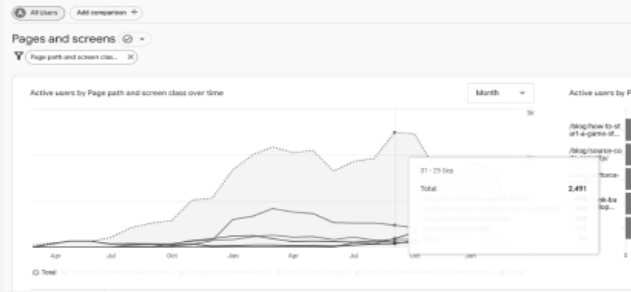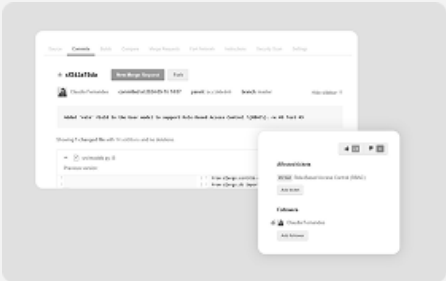
claudiacsf@gmail.com | LinkedIn | GitHub

Content, Inbound Growth, Email Automation, SEO, CRO

I'm a **SaaS B2B Content Marketing Manager** with a track record of driving brand awareness through **organic growth** and creating content that resonates with **technical audiences**. Currently working to stay ahead of **evolving search trends**, and leveraging **AI** to improve quality while accelerating project timelines.

Present
—
06/2023

Product Marketing Manager
— Content Marketing Manager

- Developed and executed Assembla's content strategy from the ground up, scaling organic **blog traffic from 20 to 2,500 monthly visits within 12 months**. This high-intent inbound traffic contributed to **5% of Free Trial conversions** during peak months, ultimately driving a nearly **70% uplift in subscription rates**. The **Free Trial-to-Paid conversion rate** surged from below **3% to 10%** at its peak.
- Developed content that adapted well to evolving search trends, with **ChatGPT referrals converting at 4%**.
- Hired and managed a **team of external content producers**, establishing processes that improved technical accuracy and output quality.
- Collaborated with Product to release **product updates** tailored for **CTOs, tech leads, and engineers.**
- Managed the WordPress backend of our website to ensure SEO best practices.
- Developed **high-converting landing pages** to support PPC and email marketing nurture campaigns, improving engagement and conversion rates.
- Worked alongside the Marketing Manager to design demand generation campaigns with a $50k monthly budget.
- Recently expanded role as **Product Marketing Manager**, driving efforts in product positioning, competitive analysis to support growth initiatives.

Assembla, Inc. — Austin, TX, (Remote)

DevOps, Version Control and Agile Project Management

B2B, SaaS

Technologies used

Eloqua, Pendo, Salesforce, ChatGPT, Clarity, Hotjar, Leadfeeder, SEMrush, Ahrefs, Buzzsumo, WordPress, Figma, Hubspot, Jira, Clickup, Monday.com, Intercom, HTML, CSS, Sprout Social, Keyword Planner, GA4, Tag Manager, Search Console, PageSpeed Insights, Yellowfin BI, Looker Studio

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05/2023
—
01/2016

Co-Founder & Lead Marketing Strategist

- Developed and executed **content and growth marketing** initiatives for leading **SaaS, digital and e-commerce companies**: infraspeak.com, myforce.com, fixando.com, yourhero.pt, filigranaportuguesa.pt, outmarketing.pt.
- Managed **SEO campaigns**, achieving **top Google rankings** through on-page optimization, backlink strategies, and influencer partnerships.
- Designed and implemented **email marketing automation** workflows to nurture leads and customers and improve client conversions.

Leadcontent — Portugal (Remote)

Content Marketing Agency

B2B, B2C, SaaS, e-commerce

Technologies used

GA4, Search Console, Klaviyo, Ahrefs, SEMrush, Screaming Frog, WordPress, Webflow, Moz, Google Tag Manager, Hubspot, HTML, CSS, Ubersuggest, WooCommerce, Shopify, Prestashop, Airtable

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12/2015
—
08/2013

Head of Marketing

- Led the digital marketing transformation initiative, implementing marketing automation, nurture campaigns, and CRM processes that enhanced customer retention and boosted lifetime value. This resulted in an 80% increase in opportunities, significantly strengthening the sales pipeline and improving ROI.
- Developed the website's structure and content from scratch, implementing SEO best practices.

Malabar — Porto, Portugal (On-site)

Furniture Design and Manufacturing

B2B

Technologies used

GA4, Search Console, RDStation, e-goi, WordPress, Adobe Muse, Pipedrive,

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07/2013
—
02/2013

CMS and Content Manager

- Managed website content using WordPress CMS and MySQL, creating and optimizing copy to enhance user engagement and improve listings.

Warmrental — Portugal (Remote)

Portuguese AirBnB analog

B2C, Digital

12/2012
—
06/2012

Junior Digital Marketing Specialist

- Managed social media channels and optimized website content to engage with global interior designers and furniture stores.

Boca do Lobo — Porto, Portugal (On-site)

Furniture Design and Manufacturing

B2B

Front End Web Development — 3 months
Udacity.com
2020

Git, APIs, Javascript, HTML, CSS, Visual Studio, GitHub

Writing and Editing Specialization — 46 hours
University of Michigan — Coursera
2024

Writing, Editing, Drafting, Proofreading, Structure and Organization

DevSecOps Foundations — 12 hours
LinkedIn Learning
2024

CI/CD, Shift Left Security, Continuous Monitoring, Threat Management

Content Marketing — 10 hours
Hubspot
2023

Strategy, Personas, Storytelling, ROI measurement, SEO tactics

Software Version Control — 2 hours
LinkedIn Learning
2023

Git, Branching and Merging, Workflows, CI/CD Integration

EDUCATION

BA in Marketing and Advertising
Lisbon's School of Communication and Media Studies
2007—2012

SAMPLES

[5 Reasons to Link Code Commits to Tickets](#)

[Customer Story: Falcon's Beyond](#)

While the Falcon's team were already well-versed in how to operate Perforce, the managed approach which Assembla provided has allowed them to stay focused on development and pipeline management rather than maintaining the infrastructure backing the instance – a time-intensive aspect that diverted important development resources from the main value-add of their work.

[Customer Story: Two Point Studios](#)

Two Point Studios faced significant hurdles as they sought to establish an efficient and scalable development workflow. Like many indie studios, they were keen to maintain a lean and agile team structure, but this ambition came with certain obstacles, particularly in the realm of version control and system administration.

[Product News: Introducing a Major Wiki Tool Upgrade](#)

[Perforce Pricing Breakdown: Helix Core Hosting Plans](#)

[Thought Leadership: Is SVN Still Used Today?](#)

The short answer to the question "Is SVN still used?" is yes. But you might be wondering where it's still being used and why, and it really comes down to its ability to handle large files and support centralized workflows. Subversion (SVN) remains the second most popular choice for version control and is often the first choice among enterprise software development companies, like manufacturing and chip design.

Keyword Research, Editing, Copywriting, SEO, Research, CRO, Performance Tracking, Visuals, Product Alignment, Interviewing, Gap Analysis, Content Audit, Editorial Planning