Danilo Campos Espeleta

Digital Marketer | CRM | Growth | Automation | Customer Success | Analytics

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SUMMARY

● More than 8 years in B2C digital marketing, working in Growth, CRM and performance, managing a complete acquisition, activation and retention funnel for a base of more than 50 thousand leads in digital education businesses.

● Structured a CRM and automation operation that increased the opening rate by 400 percent, the CTR by 35 percent and the conversion into enrollments by about 20 percent, with a 25 percent reduction in operational communication costs.

● Designed and optimized multichannel journeys and campaigns and email, SMS and other channels with segmentation by interest, maturity and behavior, increasing the average engagement of the base by 50 percent and reducing unqualified leads by 30 percent.

● Modeled dashboards and performance reports in Power BI, Excel and Google Sheets, connecting performance marketing and CRM KPIs to business objectives, ROI and media investment and acquisition decisions.

SYSTEMS

- Power BI and Excel Google Sheets
- Google Analytics
- RD Station, Mautic, HubSpot
- Automation and orchestration tools Make, N8n, Manychat, Devzapp, BotConversa

SKILLS

- Marketing and growth funnel management, from acquisition to retention, with a focus on performance and scale.
- Definition of targeting, hypotheses, and Split test on campaigns, creatives, journeys, and landing pages.
- Data analysis and performance KPIs to optimize CAC, conversion, frequency of use, and value per customer.
- Planning, execution and optimization of multichannel campaigns integrating CRM, digital media and BI.

SKILLS

- Analytical and result-oriented profile, with strategic business vision and ability to point out growth levers.
- Ability to act in an integrated way with branding, product, BI and sales, aligning objectives and measurement model.
- Organization and governance of campaigns, operating high volume with clear control, QA and reporting processes.
- Direct communication with different levels of leadership, presenting results, tests and investment scenarios.

ACHIEVEMENTS

● Structured a complete CRM and automation operation for a base of 50 thousand leads in digital education businesses, increasing the opening rate by 400 percent, the CTR by 35 percent and the conversion into enrollment by about 20 percent.

● Implemented segmentations by interest, funnel stage and navigation behavior, increasing the average engagement of the base by 50 percent and reducing the volume of disqualified leads by 30 percent.

● Designed and ran Split test routines in subject, CTA, email layouts and segmentation in campaigns, generating clear response patterns and improving the efficiency of triggers and costs per result.

● I modeled dashboards in Power BI, Excel and Google Sheets to track KPIs of capture, engagement, retention and conversion, reducing the time for analysis and decision making of the leadership.

● Automated capture, nurturing and post-purchase communications with RD Station, Mautic, HubSpot and SendPulse integrated with WordPress, reducing communication operational costs by 25 percent and increasing the predictability of results.

● In a sensitive institutional context, I managed 360-degree campaigns of reputation and engagement, increasing the reach of actions and events by 45 percent, with strong governance of message, stakeholders and communication performance metrics.

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EDUCATION & QUALIFICATIONS

- **Graduation in Letters**
  PUC-SP, completion in 2015.

- **Specialization in Advanced Digital Marketing: Strategy, Performance and Data**
  ESPM, Present.

- **Advanced English**
  Professional communication, reading and production of materials, reports and presentations.

- **Selected certifications**
  SEO Fundamentals – Linkedin Learning
  Professional Data Analyst – Google
  Inbound Marketing Fundamentals – RD Station
  Professional Scrum Product Owner – Awari

PROFESSIONAL EXPERIENCE

Fênix Educação — **Customer Lifecycle & CRM Analyst – Digital Education**
JUL 2022 – CURRENT

- I structured the complete cycle of CRM and B2C growth for a base of 50 thousand digital education leads, connecting strategy, performance of multichannel campaigns and business objectives.
- I developed and optimized acquisition, activation, engagement and reactivation journeys, with segmentation by interest, maturity and behavior, increasing the average engagement of the base by 50 percent.
- Planned campaigns with volumes, response rates, forecasted costs and success criteria, allowing me to measure ROI and impact on enrollments and revenue, supporting marketing investment decisions.
- I implemented a culture of continuous testing and experimentation in e-mail, SMS and other communications, with clear hypotheses, controlled versions and systematic reading of results, contributing to a 400 percent increase in the open rate and 35 percent in CTR.
- I increased enrollment volume by about 20 percent in the period, connecting nurturing strategies, marketing funnel and conversion optimization.
- I created automated flows in RD Station, Mautic, HubSpot and SendPulse integrated with WordPress, reducing operational costs by 25 percent and ensuring governance of the campaign environment.
- I modeled dashboards in Power BI and Google Sheets to monitor strategic KPIs of performance capture, engagement, retention, conversion and associated revenue, presenting results and insights to leadership.
- Implemented lead scoring and standardized forms, reducing the volume of disqualified leads by 30 percent and increasing efficiency in the MQL to SQL funnel.
- Established QA, naming, tagging, and campaign taxonomy routines, ensuring traceability, clear reading of reports, and comparability of results between tests and media cycles.
- Improved the synergy between marketing, sales and product by defining SLAs, handoff processes and performance reports, aligning goals and reading the funnel in decision forums.
- I structured content and campaign governance with data-driven schedules, criteria, and flows, maintaining operational efficiency even in high volume of acquisition and relationship actions.

LGW Legion of Good Will — **Institutional Marketing and Strategic Communication Analyst**
APR 2021- JUL 2022

- Strengthened institutional positioning in a context of high reputational sensitivity, connecting communication strategy, performance data and business objectives of the organization.
- Increased the reach of 360-degree campaigns and institutional events by 45 percent, with media planning, segmentation and performance tracking in CRM, Excel and Power BI reports.
- Structured communication routines between areas and stakeholders, ensuring message alignment, predictability of deliveries and greater efficiency in the execution of campaigns and projects.
- I created reputation and engagement indicators to monitor the performance of the initiatives, generating insights for optimization and prioritization of actions in line with the institutional strategy.
- I planned and managed integrated campaigns with the support of automation tools and analytical reports, connecting communication actions to the expected results and the best allocation of resources.
- Coordinated brand activation and relationship actions with strategic stakeholders, ensuring adherence to brand guidelines and compliance.

- I negotiated with media counterparts and partnerships that reduced production costs by 25 percent, increasing the efficiency of investments in communication.
- Developed timelines, internal flows, and project governance with Trello and Google Workspace, reducing rework by 20 percent and increasing execution predictability.
- I produced performance reports with data analysis and executive synthesis, used by leadership in reputation, relationship and campaign prioritization decisions.
- I led the production of graphic and digital materials, ensuring visual and narrative consistency across multiple channels and touchpoints.

[Monchu Agenciamento, Editora e Eventos Ltda](#) — **Comunicação e Marketing de Eventos**
MAR 2016 – APR 2019

- I worked in B2C entertainment businesses, designing communication and performance marketing strategies focused on acquisition, recurring engagement and audience value over time.
- The average audience of the events expanded from 500 to more than 3,000 attendees, strengthening audience retention and customer lifetime value in recurring projects.
- I increased the reach of communication and organic engagement campaigns by 150 percent, with segmentation by interest, type of event and behavior on social networks.
- Planned and managed editorial calendars and promotional campaigns, connecting business objectives, performance metrics and customer experience across multiple channels.
- I modeled campaign performance and engagement reports in Excel and Google Analytics, tracking results by event, audience and acquisition channel and supporting investment decisions.
- Negotiated sponsorships and partnerships between collectives and brands, increasing indirect revenue by 40 percent and aligning expectations with strategic stakeholders.
- I was responsible for the communication of large festivals, such as DGTL more than 5,000 people and Red Bull Music Academy more than 2,000 people, maintaining consistency of positioning and experience.
- Optimized pre-production, promotion and campaign operation processes, reducing deadlines by 25 percent and increasing team efficiency.
- I connected houses, sponsors, producers and internal teams, acting in a cross-functional way to ensure coherence between strategy, message and delivery at the points of contact with the public.