

# 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%, the CTR by 35% and the conversion into enrollments by about 20%, with a 25% 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% and reducing unqualified leads by 30%.
- 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%, the CTR by 35% and the conversion into enrollment by about 20%.
- Implemented segmentations by interest, funnel stage and navigation behavior, increasing the average engagement of the base by 50% and reducing the volume of disqualified leads by 30%.
- 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% 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%, 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%.
- 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% increase in the open rate and 35% in CTR.
- I increased enrollment volume by about 20% 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% 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% 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%, 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%, increasing the efficiency of investments in communication.
- Developed timelines, internal flows, and project governance with Trello and Google Workspace, reducing rework by 20% 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%, 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% 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% 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.