

# Felipe Chaves

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## SUMMARY

With over a decade of experience in strategic marketing and leadership roles, I specialize in orchestrating go-to-market strategies that integrate creative vision with deep customer insights and market trends. My expertise lies in forging powerful alliances across Brand, Creative, and Product Marketing teams, driving initiatives that push boundaries and create market opportunities. I am adept at providing strategic leadership during creative development, steering projects from conception to execution. My strong communication, insight development, and project management skills enable me to be an influential contributor to strategic planning and global marketing campaigns.

## PROFESSIONAL EXPERIENCE

### Marketing Manager / Program Manager

Qualcomm, Inc. (Contract) - San Diego/CA USA (Jun 2023 - present)

- Expertly crafted audience profiles and narratives for diverse markets, merging data insights with strategic marketing goals.
- Created an integrated retail marketing toolkit, enhancing sales enablement and customer engagement through digital platforms like Facebook and Google Ads.
- Developed and delivered clear, persuasive presentations and sales materials, communicating complex ideas to varied audiences.

### Product Marketing Associate, WhatsApp / Program Manager

Meta Platforms, Inc. (Facebook) - Menlo Park/CA USA (Jan 2019 - Jan 2023)

- Spearheaded integrated global marketing campaigns across digital platforms, including Google Ads, resulting in a 20% increase in brand preference. Demonstrated expertise in marrying creative vision with strategic planning, significantly enhancing brand equity and customer engagement.
- Championed the creation and execution of strategic platforms and initiatives, aligning with the Marketing leadership team and critical stakeholders. Led insightful primary research projects, driving innovation and exploring new market opportunities to position the brand at the forefront of its industry.
- Acted as a pivotal global lead, aligning international strategies with a unified vision. Excelled in cross-functional collaboration, crafting compelling content strategies and creative briefs that resonated across diverse markets and cultural landscapes.

### Product Marketing Associate, Facebook Connectivity / Project Manager

Meta Platforms, Inc. (Facebook) - Menlo Park/CA USA (May 2018 - Dec 2018)

- Developed marketing campaigns for products and partners. Launched intricate marketing initiatives that enabled us to target specific hotspots to increase business growth, acquisition, user engagement, churn reduction, and brand awareness.
- Participated in FBC (Facebook Connectivity) worldwide positioning user field research and provided vital market and audience insights to guide the product roadmap, content creation and product launch campaigns.

### Client Solutions Manager, Facebook / Sales Associate

Meta Platforms, Inc. (Facebook) - São Paulo - Brazil (Jul 2016 - May 2018)

- Led client engagement initiatives as an in-house Facebook ads expert, boosting long-term contracts by 30% and enhancing client satisfaction ratings by 20% in the social media domain.
- Utilized CRM solutions to manage a diverse client portfolio across multiple industries, resulting in a 15% increase in upsell opportunities and streamlined reporting.
- Conducted ROI analyses on advertising campaigns and client initiatives, driving a 25% improvement in client retention rates and optimizing ad spend.
- Fostered cross-functional collaborations with sales, marketing, and data science teams to develop customized client solutions, enhancing stakeholder engagement and contributing to a 20% increase in client lifetime value.

## SKILLS

- Strategic Planning & Operations
- Artificial Intelligence
- Google Ads
- Meta/Facebook Ads
- Data Analytics
- B2B
- Leadership
- Project Management
- Stakeholder Engagement
- Cross-Functional Collaboration
- Audience Segmentation
- Digital Marketing
- Performance Marketing
- Content Management
- Team Management
- SQL

## EDUCATION

### Business Administration & Marketing Bachelor

Anhembi Morumbi University  
São Paulo - Brazil / 2008 - 2013

### Business Analytics, Economics for Managers and Financial Accounting CORE Credential of Readiness

Harvard Business School Online  
May 2020 - Jul 2020

## LANGUAGES

### Business Writing in English: The Foundations

### Accent Reduction for Non-Native Speakers of English

Stanford University, Palo Alto/USA  
Sep 2019 - Dec 2019

### Business and Academic English

University of Western Australia,  
Perth - Australia - 2009

*English: Fluent*

*Portuguese: Native*

*Spanish: Advanced*

## PROFESSIONAL EXPERIENCE CONTINUED

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### Growth Marketing & E-commerce Specialist

Nike, Inc. - São Paulo/SP - Brazil (Jan 2014 - Jul 2016)

- Led digital marketing campaigns as an in-house Google and Facebook ads specialist, resulting in a 30% surge in online revenue and a 20% increase in website traffic.
- Utilized data analytics and ROI calculations to optimize e-commerce campaigns, resulting in a 25% improvement in customer conversion rates.
- Executed A/B testing and financial modeling for content creation, guiding budget allocation to achieve a 15% reduction in costs.

### E-Commerce Manager

Marcyn - São Paulo/SP - Brazil - (2012 - 2014)

- Led the development and execution of e-commerce strategies, driving increase in online sales. Utilized data analytics to optimize customer experience, resulting in a 20% boost in customer retention. Implemented Salesforce solutions to streamline operations.

### Business Intelligence Analyst

Rocket Internet SE, São Paulo - Brazil (2011 - 2012)

- Spearheaded data-driven decision-making processes, achieving increase in operational efficiency. Conducted ROI analyses and financial modeling to guide business strategies, leading to revenue growth. Fostered cross-functional collaborations to implement data solutions.

## ACCOMPLISHMENTS

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- **Significant Career Progression:** Advanced from foundational roles in Brazil to a critical marketing position in the US, demonstrating dynamic growth and adaptability.
- **Multilingual and Cultural Proficiency:** Fluently navigated English, Portuguese, and Spanish-speaking markets, enhancing cross-cultural business operations.
- **Advanced Digital Marketing Expertise:** Integrated strategic planning, data analytics, and project management to drive exceptional marketing outcomes.
- **High-Impact Sales & Marketing Material Creation:** Developed influential sales and marketing tools, directly contributing to business growth.
- **Global Campaign Leadership:** Spearheaded innovative global marketing campaigns, significantly boosting brand reputation and user engagement across multiple markets (US, Brazil, India, UK, and Germany).

## PRESS & AWARDS

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- [Whatsapp: It's Between You by AlmapBBDO](#)
- [Message Privately - Secret Language](#)
- [D&AD Wood Pencil](#)
- [WhatsApp: Dream Job](#)
- [Courtney Hoffman makes commercial directorial debut for WhatsApp](#)
- [WhatsApp presents its biggest brand advertising campaign in Brazil](#)