

# Felipe Chaves

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San Diego, CA

## SUMMARY

I'm a dedicated self-starter and team player with a passion for technology, bringing innovative solutions from concept to reality. With over 13 years of experience as a marketing executive, I've led high-impact campaigns and crafted go-to-market strategies that set new industry standards. My expertise lies in leveraging digital tools and data analytics to drive strategic decisions. I excel at managing cross-functional teams—including Brand, Creative, Product, Decision Science, Engineering, and Research—to execute complex initiatives that boost brand visibility and maximize ROI. Skilled in using audience insights to refine message positioning, I ensure targeted communications that align with customer needs and market trends. As a leader committed to excellence, I oversee every project phase with precision, from initial analysis to collaborative execution, delivering impactful results.

## PROFESSIONAL EXPERIENCE

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### Marketing Manager, Marketing Technology

Intuit, Inc. (Contract) - San Diego/CA USA (Jul 2024 - Dec 2024)

- Managed the ingestion of data across pipelines, including handling JSON files and utilizing internal and external tools like Adobe Experience Platform and Segment/Twilio Engage to enable audience creation and enhance marketing targeting capabilities.
- Collaborated with cross-functional teams to design and improve data onboarding processes, integrating multiple data sources into Adobe Experience Platform and Segment/Twilio Engage for accurate and reliable data flows.
- Collaborated with analytics teams to outline and define the data discovery process, optimizing the framework to support efficient data onboarding and activation for improved targeting and suppression.
- Facilitated direct querying of data lake tables in Databricks, enhancing data exploration and expanding the team's analytical capabilities.
- Performed data quality checks and root cause analysis on newly onboarded data, troubleshooting inconsistencies and ensuring compliance through cross-functional collaboration.

### Marketing Manager, Enterprise Sales Enablement

Qualcomm, Inc. (Contract) - San Diego/CA USA (Jun 2023 - Jul 2024)

- Led go-to-market operations for compute, XR, and IoT units, crafting targeted messaging that boosted market penetration, product adoption, and sales-readiness.
- Collaborated with Research, Analytics, Product, and Engineering teams to drive inbound and outbound initiatives, ensuring strategic alignment and enabling a seamless launch for the Snapdragon X series.
- Developed and executed integrated B2B marketing campaigns with a focus on digital, content, and event marketing, including managing large-scale industry events to boost brand visibility, drive lead generation, and support sales teams with impactful resources and targeted messaging.
- Implemented an automated workflow for product briefings, significantly increasing operational efficiency and reducing time-to-market.

### Product Marketing Manager, WhatsApp

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

- Led global digital marketing campaigns, including Google Ads, achieving a 20% increase in brand preference by integrating creative vision with strategic planning to boost brand equity and customer engagement.
- Aligned international marketing efforts under a cohesive strategy, collaborating cross-functionally to create content and briefs that resonated with diverse markets.
- Built strong partnerships with decision science, research, and creative teams to refine product messaging and positioning, ensuring go-to-market plans aligned product capabilities with market needs.
- Collaborated with Analytics and Decision Science teams to build and deploy a Marketing Mix Modeling (MMM) tool, integrating predictive analytics to forecast campaign outcomes, budget recommendations and refine audience segmentation strategies for enhanced targeting accuracy.

### Digital Marketing Manager, Facebook Connectivity

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

- Directed targeted digital marketing campaigns to boost product visibility and partner engagement, leveraging advanced analytics to identify growth opportunities and enhance customer acquisition and brand awareness for Facebook Connectivity products.
- Led global user research for the Facebook Connectivity project, utilizing digital tools to gather market insights that informed the product roadmap and content strategies, keeping our marketing initiatives aligned with market trends and consumer needs.

### Client Solutions Manager

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

- Strategically planned and executed large-scale industry events to bolster brand presence and strengthen market positioning. Collaborated closely with Product and Sales teams to align event goals with business objectives, achieving measurable post-event engagement and enhanced brand visibility.
- Developed an internal dashboard with SQL and Python for real-time revenue monitoring, enhancing decision-making accuracy and operational efficiency across the portfolio.
- Transformed client KPIs and measurement methodologies to focus on business-critical metrics, improving strategic decision-making and aligning with broader business goals.
- Conducted comprehensive ROI analyses using advanced data models, resulting in a 25% boost in ad revenue by tailoring ad spending strategies to maximize effectiveness and returns.
- Led cross-functional teams to create customized solutions, increasing client lifetime value by 10% and fostering stronger client relationships through data-driven strategies.

## Digital Marketing Specialist

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

- Led digital marketing campaigns for Nike during major global events like the World Cup and the Olympics, achieving a 30% increase in online revenue and a 20% boost in website traffic by leveraging event visibility to maximize brand engagement.
- Designed responsive HTML email templates that enhanced campaign effectiveness, increasing email open rates by 10% through strategic A/B testing of subject lines, content, and timing.
- Optimized e-commerce campaigns using data analytics and ROI metrics during high-profile events, resulting in a 25% improvement in customer conversion rates and boosting Nike's competitive edge by adapting to real-time audience behaviors.
- Developed and refined landing pages with HTML and CSS, ensuring a seamless user experience across devices and improving conversion rates for targeted campaigns.
- Utilized A/B testing and financial modeling to streamline content production for major events, reducing costs by 15% and ensuring budget efficiency and profitability through data-driven strategies.

## E-Commerce Manager

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

## Business Intelligence Analyst

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

## SKILLS

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- **Digital Marketing Expertise:** Experienced in digital marketing, including SEO/SEM, content management, and performance marketing with Google and Meta/Facebook Ads. Proficient in HTML email development and best practices for creating responsive and engaging campaigns.
- **Email Marketing and CRM:** Skilled in HTML and CSS for responsive email design. Experienced with email marketing platforms and CRM tools such as Marketo, Braze, and HubSpot, with expertise in list management, segmentation, and A/B testing to optimize campaign performance.
- **Data Analysis and Technology:** Proficient in leveraging AI for predictive analytics and campaign personalization. Skilled in SQL for data management, with expertise in Google Analytics and Adobe Analytics for insights. Experienced in audience targeting tools like 6sense and Neustar for enhanced segmentation.
- **Leadership and Strategic Management:** Proven leader with experience managing multidisciplinary teams and complex projects. Skilled in cross-functional collaboration and stakeholder management, with a focus on strategic prioritization, efficient resource allocation, and meeting critical milestones.
- **Project Management Tools:** Proficient in Workfront and other project management software to streamline workflows, improve collaboration, and ensure on-time project delivery.
- **Market Analysis and Customer Engagement:** Expert in B2B market research and audience segmentation, with a focus on stakeholder engagement and creating personalized user experiences, particularly in email marketing.
- **Soft Skills:** Strong critical thinking, problem-solving, and adaptability skills. Effective communicator with a proven ability to translate technical concepts for non-technical stakeholders.
- **Language Proficiency:** Fluent in English, native in Portuguese, and advanced in Spanish, facilitating effective cross-cultural communication.

## EDUCATION / CERTIFICATION

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### Business Administration & Marketing Bachelor

Anhembi Morumbi University  
São Paulo - Brazil / 2008 - 2013

### Business and Academic English

University of Western Australia  
Perth - Australia - 2009

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

Harvard Business School Online  
USA - May 2020 - Jul 2020

### Product Management Bootcamp

General Assembly  
San Francisco - USA - 2021

### [Google Advanced Data Analytics Certificate](#)

Google  
USA - 2024

## ACCOMPLISHMENTS

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- **Significant Career Progression:** Advanced from foundational roles in Brazil to a senior marketing position in the US, showcasing dynamic growth and adaptability.
- **Multilingual and Cultural Proficiency:** Fluent in English, Portuguese, and Spanish, effectively navigating cross-cultural business environments to enhance operations.
- **Advanced Digital Marketing Expertise:** Applied strategic planning, data analytics, and project management to deliver outstanding marketing results.
- **High-Impact Sales & Marketing Material Creation:** Created impactful sales and marketing tools that contributed directly to business growth and client success.
- **Global Campaign Leadership:** Led innovative global marketing campaigns, enhancing brand reputation and user engagement across diverse markets, including the US, Brazil, India, the UK, and Germany.