Felipe Tavares Chaves

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Strategic product leader with 14+ years driving data-driven growth for global tech brands. Blends technical fluency with creative strategy to transform complex technologies into clear product narratives and go-to-market frameworks that resonate with diverse audiences and move markets.

Education

Google Advanced Data Analytics Certificate
Google, USA | 2024

Product Management Bootcamp
General Assembly, San Francisco, USA | 2021

CORe: Business Analytics, Economics for Managers, Financial Accounting
Harvard Business School Online, USA | 2020

Business and Academic English
University of Western Australia, Perth, Australia | 2009

Business Administration & Marketing (Bachelor)
Anhembi Morumbi University, São Paulo, Brazil | 2008-2013

Professional Experience

Digital Marketing Lead, Incubation & Growth

Resmed | July 2025 - Present

- Own full-cycle digital strategy for the Incubation & Growth team: define channel mix (search/social/display/web/email), set KPIs and budgets, launch pilot and experimental campaigns, and measure outcomes
- Execute fast-paced, test-and-learn campaigns leveraging A/B testing, funnel analysis, and conversion optimization in an agile startup-within environment
- Lead cross-functional delivery: coordinate with digital channel leads, MarTech, data analytics, and product teams, alongside external agencies and partners while ensuring compliance (HIPAA, GDPR, CAN-SPAM)
- Navigate ambiguity and scale by managing multiple experiments at varying stages, adapting to shifting priorities, and rapidly iterating for growth

Product Marketing Manager, AI

HCLTech | March 2025 - July 2025

- Led product strategy and go-to-market for AI solutions, partnering with engineering and sales teams
- Developed product positioning and messaging for enterprise AI offerings

Marketing Technology Manager (Contract)

Intuit | 2024

- Managed data systems and integration architecture for marketing campaigns
- Architected end-to-end data ingestion and processing pipelines using Adobe Experience Platform and Segment/Twilio
- Improved data processing efficiency and reduced pipeline latency, enabling faster campaign insights and optimization
- Enhanced data quality and accuracy, resulting in improved campaign performance measurement and ROI tracking

Product Marketing Manager (Contract)

Qualcomm | 2023-2024

- Partnered with product and engineering teams to drive sales enablement for compute, XR, and IoT product lines

- Collaborated across functions to launch Snapdragon X series products, accelerating time-to-market
- Developed comprehensive B2B marketing campaigns across digital, content, and events
- Implemented automated product briefing workflows that streamlined product launch processes

Product Marketing Manager

WhatsApp, Meta Platforms, Inc. | 2019-2023

- Led global product marketing campaigns, including WhatsApp's first brand campaign in Brazil
- Managed strategic media planning and execution for major international campaigns
- Oversaw campaign approvals and media strategy for US privacy campaign, highlighting product features
- Developed Marketing Mix Modeling tool for campaign optimization and data-driven decision making
- Collaborated with creative agencies (BBDO, AlmapBBDO) on campaign strategy and creative direction

Digital Marketing Manager

Facebook, Meta Platforms, Inc. | 2018-2019

- Directed targeted digital campaigns to elevate product visibility and adoption
- Led global user research initiatives that informed product roadmaps and strategy
- Gathered market insights and competitive intelligence to drive content strategy development

Client Solutions Manager

Facebook, Meta Platforms, Inc. | 2016-2018

- Developed custom product solutions that increased client lifetime value by 10%
- Created real-time revenue monitoring dashboard using SQL and Python to track product performance
- Optimized ad spending strategies resulting in 25% increase in ad revenue

Digital Marketing Specialist

Nike, Inc. | 2014-2016

- Led digital product strategy for World Cup and Olympics campaigns, aligning marketing to business growth (30% revenue increase)

- Developed campaign frameworks that boosted traffic by 20% and improved conversion by 25%
- Applied A/B testing and behavioral insights to optimize customer journeys across digital touchpoints
- Reduced content production costs by 15% through data-driven process optimization

E-Commerce Manager

Marcyn | 2012-2014

- Managed all aspects of e-commerce operations and digital marketing
- Implemented data-driven product strategies to improve online sales performance
- Led website optimization initiatives for improved user experience

Business Intelligence Analyst

Rocket Internet | 2011-2012

- Analyzed business data to identify market trends and product opportunities
- Developed reporting systems for performance tracking and decision support

Web Analytics Specialist

3YZ | 2009-2010

- Implemented web analytics tracking for client websites
- Analyzed user behavior and traffic patterns to inform product optimization

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Skills

Product Management

- Product Strategy & Roadmap Development
- Go-to-Market (GTM) Strategy & Execution
- Messaging & Positioning (AI, GenAI, Responsible AI)
- Sales Enablement
- Stakeholder Management & Cross-functional Collaboration
- Competitive Intelligence & Market Research
- Product Launch Management

Technical & Analytics

- Adobe Experience Platform (AEP), Adobe Analytics
- Segment/Twilio Engage, Braze, Marketo
- SQL, Databricks
- Python, TypeScript, HTML, Data Pipelines, System Integration
- GitHub, AI Workflows
- Marketing Mix Modeling, Campaign Analytics & Optimization

AI & Machine Learning

- Practical implementation of AI for marketing and product solutions
- OpenAI API, Anthropic (Claude), Google Gemini, Grok platforms
- Cursor AI, Claude Code, AI-assisted development workflows
- LLM integration and orchestration, AI workflow automation

Languages

Portuguese (Native) | English (Fluent)

Selected Projects

Advanced Email Marketing Performance Analysis

Conducted in-depth analysis of email campaign metrics using advanced data analytics to uncover actionable insights and optimize ROI.

View Project

Airbnb Product Fundamentals Project

Developed comprehensive academic study of Airbnb's product fundamentals, synthesizing market trends and user feedback to drive strategic product recommendations.

View Project

Volkswagen - Brand and Marketing Strategy

Crafted strategic brand and marketing plan leveraging market research and creative ideation to propose innovative product positioning.

View Project

Career Highlights

- Led WhatsApp's first global brand campaign in Brazil ("It's Between You")
- Launched WhatsApp US Privacy Campaign, the first US campaign highlighting message privacy features
- Managed award-winning WhatsApp "Sunbeams" campaign directed by Courtney Hoffman
- Executed WhatsApp "Dream Job" campaign showcasing meaningful connections
- Led digital campaigns for Nike.com (e-commerce) during FIFA World Cup Brazil (2014) and Rio Olympic Games (2016)