

Saulo Viana Mendonça

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MARKETING MANAGER | DIGITAL MARKETING | COMMUNICATION | GROWTH MARKETING | TRAFFIC AND PERFORMANCE MANAGEMENT | PAID MEDIA CAMPAIGN MANAGEMENT (GOOGLE ADS, META ADS, LINKEDIN ADS, TIKTOK ADS) | SEO | DIGITAL COMMUNICATION AND SOCIAL MEDIA | CONTENT STRATEGIES | CRM AND MARKETING AUTOMATION | E-COMMERCE | B2B, B2C AND B2B2C | INBOUND AND OUTBOUND MARKETING STRATEGIES | PROJECT MANAGEMENT | CAMPAIGN AND EVENT MANAGEMENT | MARKET INTELLIGENCE

EDUCATION

- **Postgraduate Degree** in Digital Media Management and Business Intelligence (MBA) - Escola Superior de Propaganda e Marketing (ESPM), 2020.
- **Bachelor's Degree** in Social Communication, Advertising, and Publicity - Centro Universitário do Norte Paulista (UNORP), 2004.

LANGUAGES

Intermediate English | Basic Spanish

SUMMARY

- A seasoned professional in Digital Marketing with over 10 years of experience in large national companies across the education, NGO, healthcare, technology, advertising, and communication sectors.
- Expert in Performance Marketing, Growth Marketing, SEO, inbound and outbound marketing strategies, paid media management, CRM, customer acquisition and retention, as well as planning and executing online and offline campaigns.
- Experienced in leading high-performance teams, managing suppliers, structuring strategic KPIs, and analytical reporting focused on conversion, engagement, retention, and revenue growth. Achieved remarkable results, such as a 50% increase in qualified leads and a 30% revenue boost.
- Skilled in digital project management, including the implementation and optimization of e-commerce (WordPress/WooCommerce), paid media campaigns (Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads), content creation, and data analysis using advanced tools.
- Proficient in strategic and operational planning, digital platform implementation, omnichannel campaign development, and managing digital presence for diverse audiences (B2B, B2C, and B2B2C).
- Solid knowledge in tools like Adobe Creative Cloud (Photoshop, Illustrator, Premiere), Google Analytics, Tag Manager, Data Studio, HTML/CSS, WordPress/WooCommerce, basic Power BI, and expertise in metric monitoring and analysis technologies for data-driven decision-making.

PROFESSIONAL EXPERIENCE

ARCO EDUCAÇÃO | SAS EDUCAÇÃO – 2023/10 | 2024/11

Marketing Supervisor - Growth

Leadership of the Growth Marketing department for the SAS Educação brand, focusing on team management and the execution of Inbound Marketing and Paid Media strategies.

Development and implementation of actions for acquiring and retaining qualified leads, directly contributing to achieving commercial goals.

Planning and management of digital campaigns, prioritizing performance, result optimization, and alignment with the company's strategic guidelines.

- **Key Projects | Achievements:**
- Achieved a 30% increase in revenue by meeting financial targets amounting to millions of reais through the implementation of Growth Marketing strategies, including Inbound Marketing and Paid Media.
- Implemented new channels, media formats, and content to enhance lead acquisition and improve the customer journey.
- Led strategic digital projects, including the development and management of websites and e-commerce platforms.
- Coordinated a digital rebranding project for the brand, ensuring the integration of new visual and strategic guidelines across digital channels.
- Collaborated with the IT team to develop and implement innovative technological solutions, optimizing processes and results.
- Achieved significant commercial results for two consecutive years, surpassing growth targets and making a substantial contribution to strengthening the brand in the market.

OXFAM BRASIL – 2022/09 | 2023/09

Senior Digital Marketing Analyst

Management of online media campaigns focused on lead generation and donor acquisition, utilizing platforms such as Meta/Instagram Ads, LinkedIn Ads, and Google Ads (Search, Display, Shopping, Video).

Configuration, analysis, and performance monitoring of campaigns through tools like Google Analytics and Tag Manager.

Planning and execution of digital strategies aligned with fundraising goals.

- **Key Projects | Achievements:**

- Achieved over 50% growth in qualified leads through the implementation of paid media strategies and optimization of digital channels.
- Internalized the creation and production of digital media campaigns, resulting in greater control and cost optimization for fundraising.
- Strategically managed paid media channels, focusing on performance campaigns and ROI maximization.
- Aligned digital fundraising strategies with global organization units in Europe, North America, Asia, and Africa, fostering synergy in actions.
- Implemented new international fundraising channels, expanding the donor base and diversifying revenue sources.

INSTITUTO JÔ CLEMENTE – 2013/02 | 2022/08

Digital Marketing Analyst | Social Media Manager

Management, monitoring, and performance analysis of digital channels (websites and social media) using tools such as Google Analytics and Stilingue.

Development, configuration, and management of e-commerce platforms on WordPress/WooCommerce.

Implementation and management of Facebook Workplace, promoting internal communication.

Management of paid media campaigns (Meta/Instagram Ads, Twitter Ads, LinkedIn Ads, and Google Ads – Search, Display, Shopping, and Video).

- Configuration and monitoring of campaigns using Google Analytics and Tag Manager.

- **Key Projects | Achievements:**

- Achieved a 50% increase in fundraising and generated over BRL 1 million in revenue through the development and implementation of e-commerce channels and digital marketing strategies focused on conversion and retention.
- Implemented the entire digital marketing ecosystem, including social media, paid media, content, and websites.
- Created digital media channels for fundraising on platforms such as Google, Meta, LinkedIn, and others.
- Developed international fundraising channels, expanding the institution's global reach.
- Led the development of an institutional website and a blog for the organization.
- Coordinated the development of two e-commerce platforms, from concept to launch.
- Managed a digital rebranding project, aligning the brand with new visual identity and communication guidelines.
- Implemented an audiovisual infrastructure, including the creation of a studio for capturing, editing, and developing programs such as live streams and videocasts.

OUTHER EXPERIENCES

- BLEND COMUNICAÇÃO – 2012/01 | 2013/02. **Copywriter and Social Media Manager**
- AMPLÉE VIDA DIGITAL – 2009/08 | 2010/01. **Copywriter and Art Director**
- UNORP - CENTRO UNIVERSITÁRIO DO NORTE PAULISTA – 2004/01 | 2006/06. **Marketing Analyst**

TECHNOLOGIES

Microsoft Office Suite | Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere) | WordPress | WooCommerce | SharePoint | Google Data Studio | HTML/CSS | Google Analytics | Tag Manager | Google Ads, Meta/Instagram Ads, LinkedIn Ads | Power BI

CERTIFICATIONS | COURSES | ADDITIONAL TRAINING

- Team Leadership – FGV - Fundação Getúlio Vargas – 2021.
- Leadership, Learning Ability, and Resilience – PUC – 2021.
- Especialista em Mídias Digitais – São Paulo Digital School – 2016.