

PROFESSIONAL OBJECTIVE

Advance my career in Marketing with a focus on data, transforming analyses into insights to optimize campaigns and deliver measurable results. I aim to develop innovative solutions that integrate data, technology, and creativity to generate measurable impact and sustainable growth.

PROFESSIONAL EXPERIENCE

MARKETING CONSULTANT
FREELANCER, 11/2022 - 03/2024

- Identification of market opportunities and trends, implementing brand strategies;
- Analysis of online campaign performance using metrics and KPIs to evaluate success;
- Management of campaign metrics in collaboration with design teams;
- Development of media strategies based on audience data and market research;
- Creation of reports and organization of insights for client communication.

SENIOR DIGITAL MARKETING ANALYST
SCHNEIDER ELECTRIC CO. (STECK), 01/2022 - 05/2022

- Management of digital campaigns and digital trade marketing, with a focus on seasonal and commemorative dates;
- Analysis of KPIs and metrics, creating dashboards to extract relevant insights;
- Media planning for Latin American countries;
- Development of briefings and deadline management with internal and external teams;
- Registration and updating of products on e-commerce platforms (Amazon, Mercado Livre, etc.).

SENIOR TRADE MARKETING ANALYST
SCHNEIDER ELECTRIC CO, 01/2021 - 01/2022

- Budget management and analysis of sales reports for the LATAM region, identifying trends and growth opportunities;
- Organization of regional events, as well as updating branding materials to ensure brand consistency;
- Monitoring and analysis of merchandising indicators, ensuring project effectiveness and suggesting continuous improvements;
- Development of merchandising materials, coordinating with suppliers;
- Analysis of merchandising indicators to extract insights and develop action plans to optimize results;
- Creation and implementation of strategies to boost sell-out, aligned with business objectives;
- Conducting research and studies on target audiences at the point of sale (Kantar).

GLOBAL BRAND MARKETING INTERN
AVON, 02/2020 - 12/2020

- Digitization of marketing campaigns in collaboration with the innovation team;
- Leading market analyses to understand consumer behavior, trends, and competition (Nielsen);
- Coordination of projects with branding agencies;
- Management of the brand's visual and verbal identity, ensuring consistency across multiple platforms;
- Planning and executing new product launch strategies, aligned with brand positioning;
- Conducting pricing exercises, considering competitor data (Kantar).

CAMPAIGN PLANNER
FREELANCER, 01/2020 - 02/2020

- Participated, as Planner, in the creation of an Easter Campaign for the company Brasil Cacau. Creating concept, calls to action, scripts, campaign calendar. I was responsible for solely strategizing the media plan and communicating with content creators (youtubers, instagrammers and others). This campaign, in which I had a critical role, increased the company's Brand Awareness by 67%

PRODUCT MARKETING INTERN
STRYKER, 01/2019 - 10/2019

- Development and execution of integrated campaigns (online and offline), aligned with business objectives;
- Management of the marketing budget, ensuring efficient allocation of resources;
- Monthly analysis of sales reports for the LATAM region, identifying opportunities to drive results;
- Updating branding materials, ensuring visual consistency and alignment with brand guidelines;
- Presentation of results and insights to internal and external teams, focusing on strategic decision-making;
- Organization of LATAM-level events, from conception to evaluation of results.

GROWTH MARKETING INTERN
HUBBLEFY, 10/2017 - 12/2018

- End-to-end management of the sales funnel, from prospecting to closing, ensuring efficiency and conversion;
- Presentation of sales pitches to national and international investors;
- Active collaboration in the development of digital strategy planning;
- Acting as the focal point in customer relationships, ensuring satisfaction and loyalty;
- Conducting customer satisfaction surveys, analyzing results, and proposing actions for continuous improvement.

EDUCATION

Bachelor in Social Communication
Anhembi Morumbi University (AUM) | 2017 - 2023
Organized the School’s Biggest Event / Member of the Junior Enterprise

ACHIEVEMENT

Implementation of email marketing campaigns, resulting in a 28% growth in the client portfolio;
Creation of a digital sales catalog to strengthen the performance of sales teams;
Collaboration with Avon’s international offices in Europe, Asia, and the Americas;
Focus on customer satisfaction, increasing NPS by 104%.

CERTIFICATIONS

Office Package
Google Analytics
Business Intelligence by Udemy
Marketing Analytics by University of Virginia
Marketing Essentials by ESPM

PERSONAL PROFILE

Strategic
Analytical
Digital Lover
‘Hands On’ Mindset

LANGUAGES

English - Fluent
Spanish - Basic
Portuguese - Native