

FIRST LAST

Full Graphic Designer and Fullstack / Product Manager

Rio de Janeiro, Rio de Janeiro 44th RJ, Brazil | pborn84.github.io/products-manager

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PROFESSIONAL EXPERIENCE

Creative and technically skilled Product Manager with a strong foundation in graphic design, digital marketing, and user-centered product development. Over 10 years of experience managing B2C and B2B marketing initiatives, with a specialization in email marketing strategy, CRM automation, and conversion-focused design.

Expert in bridging product and marketing goals, leading campaigns from concept to execution, and optimizing user engagement through segmentation, A/B testing, and performance analysis. Seeking to bring a blend of strategic vision, hands-on execution, and cross-functional leadership to a growing fintech organization.

Core Skills

- Email Marketing Strategy (B2C & B2B)
- HubSpot / CRM Automation (and related tools)
- Copywriting & Visual Email Design
- Database Management & List Hygiene
- A/B Testing & Performance Optimization
- Product Management & Agile Workflows
- UI/UX Design & Wireframing
- HTML/CSS for Email & Landing Pages
- Cross-functional Team Leadership
- Marketing-Sales Funnel Alignment

EXPERIENCE

Freelance Product Manager & Email Marketing Specialist

Remote – Rio de Janeiro, Brazil

Sep 2017 – Present

- Led digital product launches and email campaigns across multiple industries, blending product thinking with marketing execution.
- Created automated email journeys and nurture flows for client onboarding, feature announcements, and re-engagement campaigns.
- Developed visual assets and email templates using HTML, CSS, and design systems to match brand guidelines.
- Monitored email KPIs (open rate, CTR, bounce, unsubscribes) and implemented testing strategies to optimize campaign results.
- Managed audience segmentation strategies based on behavior, funnel stage, and user lifecycle data.
- Used tools like Mailchimp, RD Station, and Figma; able to transition easily to HubSpot workflows.

Key Achievements:

- Improved client open rates by up to 35% via copy, timing, and segmentation experiments.
- Designed and executed over 200+ email campaigns for product launches and content marketing.
- Integrated CRM data with marketing campaigns to improve personalization and targeting.
- Spearheaded visual content and email marketing for one of Latin America's largest e-commerce platforms.
- Designed, built, and tested promotional newsletters, flash sale announcements, and lifecycle campaigns targeted at B2C audiences.
- Ensured mobile-responsive performance using HTML and CSS for marketing assets and landing pages.
- Partnered with marketing and e-commerce stakeholders to align messaging with seasonal and promotional strategy.
- Contributed to in-store kiosk UX/UI and ATMs for omnichannel retail campaigns.

Key Achievements:

- Increased promotional email engagement through strategic design updates and targeted messaging.
- Reduced email unsubscribe rates by optimizing frequency and content alignment.
- Built campaign landing pages tied to high-conversion flash sales and product activations.

OBJECTIVE

Experienced Product Manager with a strong ability to turn insights into scalable, user-centered solutions. I am seeking an opportunity at a large company where I can drive innovation, lead impactful products, and collaborate with cross-functional teams to achieve strategic goals.

RESUME WORDED - Rio de Janeiro, RJ

Graphic Design - Nov. 2012 - Sep. 2017 - Present

B2W

During my time at B2W Digital, one of Latin America's largest e-commerce companies, I worked as an Advertisement Manager within the creative and marketing team. My role was highly dynamic and focused on enhancing user engagement through strategic visual communication and digital campaign design.

My daily responsibilities revolved around the **creation of innovative visual assets** for email marketing, web banners, and promotional media—targeted specifically at the B2C segment. I was responsible for conceptualizing and designing high-converting newsletter layouts that aligned with marketing objectives and seasonal campaigns, helping to increase open rates and click-through engagement.

In addition to campaign materials, I contributed to **interface design and user experience**, developing intuitive layouts for interactive media such as ATMs and in-store digital terminals.

This involved creating **user flows, iconography, and visual design systems** that improved usability and accessibility.

I also played a hands-on role in **front-end development**, coding and launching responsive websites and hot sites using **HTML and CSS**. These digital products were often tied to promotional events, flash sales, or branded experiences, where performance and timing were critical.

Key responsibilities included:

- Designing newsletters and promotional media tailored to B2C engagement strategies
- Developing UI/UX concepts for digital kiosks and ATM interfaces
- Creating infographics and visual storytelling elements for product pages and content hubs
- Building responsive landing pages and promotional hot sites using HTML and CSS
- Collaborating with marketing, e-commerce, and tech teams to align creative outputs with business goals
- Adhering to brand guidelines while pushing visual boundaries to stand out in a competitive market

This role gave me a solid foundation in both design and digital marketing, combining creative thinking with practical execution in a fast-paced corporate environment.

EDUCATION

UNIVERSITY ESTACIO DE SA

Master of Art & Design

Rio de Janeiro, RJ

2007-2012

ADDITIONAL INFORMATION

- Visual Composition -Proficient
- Marketing and Social Media
- Publishing
- Html, css3 and Javascript, Laravel
- Angular
- Photoshop, Illustrator Inkscape and Indesign

Skills & Strengths

- **Product Design Expertise** – Over 5 years of hands-on experience crafting intuitive, user-centered digital products from concept to launch.
- **Cross-Functional Collaboration** – Proven success designing and shipping impactful solutions alongside product managers, developers, and stakeholders in agile teams.
- **Human-Centered Design Thinking** – Strong UX problem-solving abilities, backed by a portfolio that reflects empathy, clarity, and measurable user outcomes.
- **Figma Proficiency** – Advanced skills in Figma, including component libraries, prototyping, and design token systems for scalable and consistent UI.
- **Clear Design Communication** – Confident in articulating design rationale, user insights, and trade-offs to build shared understanding and drive alignment.
- **Visual & Interaction Design Sensibility** – Sharp attention to detail paired with practical judgment—knows when to finesse and when to ship.
- **Creative Curiosity & Empathy** – Naturally inquisitive, user-obsessed, and passionate about continuously improving experiences through thoughtful design.

LANGUAGE

- English - Intermediaries
- Spanish - Basics