

Emi Nakamura

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PROFESSIONAL SUMMARY

Accomplished Product Marketing Manager with 1 years of progressive experience in Marketing. Demonstrated expertise in Digital Marketing, SEO, SEM with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Digital Marketing

SEO

SEM

Google Analytics

Facebook Ads

Content Marketing

PROFESSIONAL EXPERIENCE

Product Marketing Manager | Zara

2023 - Present | São Paulo, Brazil

- Spearheaded marketing initiatives that delivered 22% improvement in operational efficiency
- Led cross-functional teams of 9 professionals across multiple high-impact projects
- Architected and implemented Digital Marketing solutions resulting in \$155K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 39%

EDUCATION

Bachelor of Science in Communications

University of Copenhagen | 2017

CERTIFICATIONS

- Adobe Certified Expert
- HubSpot Content Marketing
- Salesforce Marketing Cloud

LANGUAGES

English | Dutch