

WILSON CALIL

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STRATEGIC MARKETING & DIGITAL MARKETING EXECUTIVE

SUMMARY

- Excellent leadership and management skills; was responsible for the marketing areas in 9 operations in the Latin America region, leading 11 direct and dotted line reports.
- Recognized as “Top Marketer in Latin America” by Portada Online Magazine and among the “Top 50 Latin America Marketers” by The Internationalist.
- 8 years’ product marketing experience, achieved impressive results while simultaneously managing three product lines, leading the development and launch of dozens of new products, more than tripling net sales and EBIT.
- Digital marketing savvy, an expert in SEO, responsible for digital marketing strategies in the last two companies and currently managing SEO for e-commerce with 180K pages & 25 Million sessions /year.
- Web development skills: JavaScript, HTML, and CSS.
- Fluent in English, Portuguese, and Spanish.

Key Strengths: SEO, Digital Marketing, Strategic Marketing, Latin America Marketing, S&OP, Analytical Skills, Product Marketing, Consumer Research, Brand Management, Digital Marketing, SEM, Google Analytics, Business Intelligence, Go-To-Market Strategy, and Leadership.

PROFESSIONAL EXPERIENCE

PRIMARY ARMS LLC (Optics Manufacturer and eCommerce)

2019 - Ongoing

- Digital Marketing & Acquisition Manager - Houston, TX (08/2019 - Ongoing)

Responsible for Search Engine Optimization (SEO) and Conversion Rate Optimization (CRO), including:

- Lead team and develop overall SEO strategy, develop keyword strategy, fix website issues, manage content creation, increase click-through rate (CTR) through A/B testing, improve page rankings, and build backlinks.
- Coordinate with external agencies, developers and designers to improve SEO and CRO of overall business metrics.
- Current platforms include Bright Edge, Search Console, ClickFlow, AhRefs, Moz, Deep Crawl, Screaming Frog, Google Analytics, Google Data studio, Similar Web, and SpyFu.

Z LAB GLOBAL

2018 -2019

- Strategic Marketing Director - Houston, TX (09/2018 – 08/2019, ongoing as Strategic Marketing Advisor)

Assist on go-to-market strategy and marketing plan execution for potential and ongoing projects. Activities and responsibilities included:

- Recommendation on digital marketing strategies, including PPC campaigns, social media, search engine optimization (SEO) and search engine marketing (SEM).
- Search Engine Optimization (SEO) analysis, strategy and training.

COLOUR REPUBLIC LLC

2016 – 2018

- Strategic Marketing Director – Miami, FL (05/2016 – 04/2018)

Responsible for Marketing Intelligence, Brand, & Digital Marketing (social media, website content, & SEO) for the North American Market. Supported the company’s growth of 18% YoY for the last two years.

- Managed product research studies in stores to identify market gaps for new product developments.
- Developed marketing campaigns and activities for major retail chains, including Safeway, Target, and Sam’s Club, among others.

- Established digital marketing platforms (social networks & websites). Main activities included leading website content, SEO strategy, & digital marketing campaigns.
- Led CRM meetings, managing marketing activities to increase sales in the point of purchase.

ELECTROLUX GROUP

2003 – 2016

ELECTROLUX HOME PRODUCTS – Miami, FL

- Regional Marketing Manager – Latin America & Caribbean (04/2012 – 01/2016)

Led 9 dotted line marketing managers and 2 direct reports. Supported the Product Marketing area when leading the Business Intelligence, Consumer Research, and Brand teams. Some of the accomplishments include:

- Created, directed and supported the Business & Marketing Intelligence and Consumer Insight departments: Hired two direct reports, led researches, established new processes, recruited agency providers and ran more than 50 new consumer research projects across the region.
- Developed 360° regional marketing campaigns to launch new products, and ensured brand alignment across all countries through the development of regional marketing materials and the investment of \$500K in cable TV, print and digital media, reaching millions of consumers
- Led teams to launch 9 new websites and 8 new social networks, managing content, Search Engine Optimization (SEO) & Search Engine Marketing (SEM), increasing website traffic and followers from 38K to 340K within 2 years

ELECTROLUX DO BRASIL, Sao Paulo, Brazil

- Product & Project Marketing Manager (Mar. 2008 – Apr. 2012)

Directed and supported the development and management of 3 product lines, as well as the Marketing Intelligence and Marketing Project departments in Brazil. Led a team of 7 direct reports, including 3 managers.

- Launched 76 consumer-focused new products, growing net sales and EBIT in more than 200%, adding a total of \$208M USD in revenues and \$32M USD in EBIT within three years.
- Managed product roadmap, product strategy, and product lifecycle.
- Partnered with Design and Engineer teams to develop products in Latin America and Asia.
- Managed and executed dozens of consumer research to develop new high-quality products based on insight analysis focusing on attending consumer needs.
- Prepared budget and supported P&L for the following product categories: Premium Kitchen Appliances, Air Conditioner, and New Product Categories, including water purifier, water dispenser, water heater, air cooler, and humidifier projects.

- Product Manager & Supervisor (Feb. 2004 – Feb. 2008) & Marketing Trainee (Apr. 2003 – Jan. 2004)

Managed the refrigerator, stove, microwave, and freezer product categories in Brazil.

- Launched 34 customer-focused new products, including creation and approval of press releases, promotional materials, Web, TV and print media.
- Led product trainings for the sales force and marketing teams.
- Coordinated price, distribution, product development, promotion, sales forecast and all other related marketing activities. Executed consumer research and developed new products based on insight analysis.

EDUCATION

- **Executive MBA, Marketing**, Faculdade Instituto de Administração, Sao Paulo, Brazil
- **Master's in business administration**, University of Sao Paulo, Brazil
- **Bachelor's degree in Business Administration**, University of Sao Paulo, Brazil
- **Six-Month Exchange Program in Business Administration**, University of Zaragoza, Spain

COURSES AND CERTIFICATIONS

Web Development (Houston BootCamp, UT Austin), Keyword Strategy (LinkedIn – 2019), Digital Marketing (USA - Online Wharton Business School - 2017), Marketing Executive Development Program (USA - Electrolux, 2013), Brand Management (Brazil - ESPM, 2015), Information System (France – ESA, Université de Grenoble, 2004), Product Marketing (Brazil - ESPM, 2004).