



Accomplished Growth Marketing Expert with 8+ years of a verifiable track record of **increasing revenues, profits, and market share**. Skilled in implementing AI and automation strategies in analytical processes, CRM, launching new B2C & B2B products, and developing partnerships. Author of two ebooks on Growth Hacking and an active contributor to the Growth community with over 50 articles published on [my online portfolio](https://leportfolio.io). With a forward-thinking vision and a passion for innovation, I am always seeking new ways to drive growth and exceed expectations.



**GrowthGPT**  
(PT-BR)



**101 Growth Hacking Ideas**  
(PT-BR)



**Blogposts and cases from my portfolio**  
[Growth Hacking, Startup Mindset and AI \(EN\)](#)

## Professional Experience



### Acquisition Team Leader, Company Hero

February 2023 - Present

- Developed and implemented acquisition strategies and experimentation processes, resulting in a 25% increase in sales (YoY) and 50% CAC reduction;
- Implemented AI and automation for CRM strategies;
- Led multiple inbound acquisition channels strategies, such as Paid Advertising, Member Get Member, Partnerships, Fakedoors/Content Marketing, Affiliate, Social.
- Led a team of 4 professionals, conducting orientation and team development among Growth Marketing Roadmap;
- Developed strategies for rapid-launching new B2C & B2B products;
- Fostered strategic partnerships to expand business opportunities and drive growth.

### Senior Growth Analyst, Company Hero

March 2022 - February 2023 (1 year and 2 months)

- Led a long-term lost deals recovery strategy that resulted in \$100K Annual Recurring Revenue gain;
- Led strategic initiatives in sales ops, improving conversion rates in the sales funnel;
- Data analysis and reporting to inform growth strategy, identifying opportunities for a 15% increase in sales funnel conversion rate;
- Reduced CPL by over 300% in paid media campaigns through strategic optimization.



### Growth Hacker, Lotus Capital

January 2021 - February 2022 (1 year and 1 month)

- Structured the sales funnel integrated with marketing, resulting in a 3x increase in lead generation from digital channels;
- Led multiple A/B Testing strategies with improvements of more than 150% in efficiency;
- Coordinated innovation and technology projects with Marketing, BI, Ops and Sales Teams.



## Other Professional Experiences

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### Growth Marketing Freelancer

February 2017 - April 2021 (4 years and 3 months)

**Skills:** Growth Hacking · Strategic Planning · Project Management



### Supply Chain Planning Intern

July 2019 - December 2020 (1 year and 6 months)

**Skills:** Process Optimization · Data Analysis · Innovation Award

## Education

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### Bachelor's Degree, Production Engineering

2015 - 2020

- Scientific Initiation Scholar in Calculus: 'Applications of Closed Surfaces in the Sphere';
- Trainee at Inova Consultoria Jr;
- Financial Department of the Academic Directory;
- Monitor of the Discrete Events Simulation discipline.

## Skills

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**Growth Hacking** | Growth Strategies | **Leadership** | Artificial Intelligence | **Automation** | Sales Ops  
Project Management | **CRM and CS** | Member Get Member | **Product Market Fit** | SEO and CRO  
**Team Management** | Paid Advertising | **Cross and Up Selling** | E-commerces | **Startups** | SaaS  
Lead Scoring | **Sentiment Analysis** | OKRs and Forecasting | **Sprint and Roadmap Planning**  
**Freemium, B2C, B2B** | Stakeholders Management | **Affiliate and Partnerships** | Social Media

## Tool Stack

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**HubSpot CRM** | Zapier and related | **Wordpress and related CMS** | GPT, Voiceflow, and related AI  
Excel and Sheets | **Power BI and Data Studio** | Google, Meta, TikTok, Bing Ads | **HTML, CSS, and JS**  
**Google TM, GA4** | SEMrush and related SEO | **Optimizely, Amplitude, and related CRO**

## Certifications

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- **Indicators for an Inclusive Green Economy**, UNITAR;
- **Microsoft Power BI for Data Science**, Data Science Academy;
- **Growth-Driven Design**, HubSpot Academy;
- **Google Ads Search Certification**, Google Digital Academy;
- **Google Analytics Individual Qualification**, Google Digital Academy;
- **Inbound Marketing**, HubSpot Academy.