

RooCruit

GABRIELLE

Digital Marketing Specialist

Recife, Brazil

PROFESSIONAL SUMMARY

Data-driven Marketing Strategist with over ten years of experience in managing complex digital projects from conception to completion for businesses of all sizes across various industries. Highly proficient in managing ad spend ranging from \$100 to \$10M+ across major platforms including Google, Meta, LinkedIn, and Twitter, with a dedicated focus on ROI and growth. Proven leadership capability, having managed teams of up to 60+ contractors and full-time employees to drive online visibility and brand performance.

KEY SKILLS

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|------------------------|------------------------|-----------------------|
| Google Ads & Analytics | Meta (Facebook/IG) Ads | LinkedIn Ads |
| Growth Marketing | SEO & Inbound Strategy | Media Planning |
| HubSpot & Salesforce | Team Management | Business Intelligence |

PROFESSIONAL EXPERIENCE

Chief of Marketing Office

January 2023 — Present

Fast-Growing SaaS Technology Firm

- Develop and implement comprehensive marketing strategies to achieve large-scale business objectives.
- Conduct market research to identify consumer needs and competitive organizational positioning.
- Oversee marketing materials and promotional content while managing and allocating multi-channel budgets.
- Analyze high-level data and metrics to evaluate campaign effectiveness and optimize ROI.

- Lead and mentor cross-functional teams, collaborating with sales and product departments to ensure alignment.

Senior Performance Marketing Strategist**January 2022 — November 2022****International B2B Marketing Technology Company**

- Managed, executed, and measured demand generation strategies for leading international B2B software companies.
- Created performance marketing strategies focused on revenue growth and brand awareness through search, display, and paid social.

Media Planner**April 2021 — January 2022****Remote Digital Advertising Agency**

- Developed integrated digital media strategies and coordinated the implementation of complex media plans.
- Managed campaigns across Facebook Ads, Google Search, and LinkedIn Ads, providing detailed performance reports and technical recommendations.

Social Media Marketing Manager**December 2018 — October 2019****Leading Brazilian Digital Marketing Agency**

- Oversaw the digital marketing team and led the development of strategies leveraging deep knowledge of paid media, SEO, and web analytics.

Media Manager**July 2016 — December 2016****Strategic Business Advisory Firm**

- Planned and supervised digital media buying and results-focused advertising strategies.
- Managed specialized teams for high-stakes government and presidential marketing campaigns.

Media Coordinator**August 2017 — April 2018****Full-Service Advertising Agency**

- Designed and executed multi-platform campaigns (Google, Facebook, Instagram, Twitter, LinkedIn, and YouTube).
- Responsible for optimizing spending and streamlining campaign operations.

EDUCATION

MBA in Business Management

BBI - Business Behavior Institute, Recife (2019 — 2021)

MBA Competitive Intelligence and Marketing Innovation

Universidade Estacio de Sa, Recife (2018 — 2020)

Bachelor in Communications

Uninassau, Recife (2013 — 2017) | Graduated with Honors

CERTIFICATIONS

- Developing a Marketing Mix for Growth — University of Illinois
- Google AdWords Expert (Search & Display) — Goobec
- Power BI Professional — Instituto de Pos-Graduacao e Graduacao

LANGUAGES

English (Fluent), Portuguese (Native)

This candidate has been pre-vetted by RooCruit. Full portfolio and references are available upon request.
