

Henrique

Performance Marketing & Demand Generation Leader

ROOCRUIT

Curitiba, Brazil (Remote)

PROFESSIONAL SUMMARY

Results-driven Performance Marketing Specialist with over 14 years of experience leading high-growth digital strategies for global organizations across financial services, SaaS, and e-commerce industries. Expert in managing multi-million dollar budgets across USA, Europe, and LATAM markets, with a proven track record of reducing CPA while maximizing LTV through data-driven search, social, and SEO initiatives. Distinguished as a Google Product Expert and published author with deep technical proficiency in CRM, tracking, and full-funnel demand generation.

KEY SKILLS

- Performance Marketing Strategy
- Demand Generation & B2B Lead Gen
- Google Ads (Search, Display, Video, App)
- Paid Social (Facebook, Instagram, LinkedIn)
- SEO & Web Vitals Optimization
- CRM Strategy & Growth Marketing
- Data Analytics (Google Analytics & GTM)
- Budget Management & ROI Optimization

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist

Aug 2023 - Jan 2024

International Creative Services Platform (London-Based)

- Spearheaded development of comprehensive marketing strategies to foster growth and generate leads across key markets including the USA, Canada, and the UK.
- Meticulously crafted detailed buyer personas and identified optimal acquisition channels to measure and improve campaign effectiveness.
- Successfully positioned the brand for sustained expansion and heightened presence in international markets.

Performance Marketing Manager / Head of Performance

Sep 2019 - Jan 2023

Leading Financial Services & Digital Lending Institution

- Drove revenue growth by leveraging advanced CRM strategies and optimizing both paid and organic search campaigns for B2B and B2C products.
- Led a comprehensive website update project focusing on Google Core Web Vitals, resulting in the brand having the fastest website in the financial market.
- Achieved the highest level of optimization in Search and Display campaigns, reaching the company's lowest historical Cost Per Acquisition (CPA).
- Contributed to securing the best Lifetime Value (LTV) through strategic media spend and funnel optimization.

Head of Demand Generation

Jul 2018 - Jul 2019

Global SaaS Workflow Management Company

- Managed and controlled global campaign investments, driving significant market expansion across the United States and Europe.
- Led B2B lead generation initiatives that resulted in a substantial increase in high-quality pipeline leads.
- Acquired new reseller partners and affiliates to enhance market reach through strategic alliances.
- Collaborated closely with the sales team to ensure alignment with company revenue goals and fostered a results-driven atmosphere.

Digital Marketing Manager & College Professor

Nov 2016 - Present

Major Educational Institution

- **Manager Role:** Established a data-driven marketing culture, managing strategies across Google (SEO, Search, Display), Facebook, and Instagram.
- Identified website conversion improvements and enhanced the shopping path to optimize user experience and revenue.
- Managed, guided, and trained a high-performing marketing team.
- **Professor Role:** Designed and taught courses on digital marketing tools including Google Analytics, Tag Manager, and competitor analysis.

Digital Marketing Coordinator

Mar 2014 - Oct 2016

Global Online Car Rental Marketplace

- Oversaw campaign management across more than 40 countries, with a primary focus on US and LATAM markets.

- Strategic planning across Search, Video, App, and Display ads to maximize global performance.
- Diligently monitored KPIs via Google Analytics to provide actionable data-driven insights to top management.

PPC Analyst

Aug 2009 - Mar 2014

Global Advertising & Communications Group (WPP)

- Managed high-budget sponsored link campaigns across Google Ads, Bing, Yahoo, and LinkedIn Ads.
- Balanced performance-driven sales objectives with brand-building initiatives for diverse clients.
- Delivered comprehensive reporting and resource allocation to maximize advertising impact.

EDUCATION

FGV

MBA in Project Management (2011 - 2014)

PUC

Bachelor in Marketing and Advertising (2006 - 2010)

UNINTER

Bachelor in Electrical Engineering (Paused)

PUBLICATIONS & PROJECTS

Google Product Expert: For 10 years, served as one of ten selected Google Product Experts for Google Ads and Analytics, managing official forums and producing professional content.

Published Book: Author of "Marketing Tools: From Traditional to Digital," focusing on digital transformation.

Industry Article: "The relevance of cost in project acquisitions," published by the Project Management Institute (PMI).

CERTIFICATIONS & LANGUAGES

Certifications: Google Ads Search, Google Ads Mobile, Google Ads Display, Harvard - Contract Law.

Languages: English (Full Professional), Portuguese (Native), Italian (Limited), Spanish (Limited).
