

GUILHERME FIGUEIREDO

Digital marketing specialist with 7+ years building full-funnel growth operations from zero for e-commerce and D2C brands. Track record of turning blank ad accounts into **revenue-generating programs,** managing up to **€60K+ in monthly ad spend** across Meta, Google, and TikTok, with a consistent focus on **CAC efficiency, LTV, and retention-led growth**. Launched and scaled a **TikTok Shop channel** to €35K MRR in month one. Experienced in hands-on campaign execution and cross-functional product ownership. Holds two Master's degrees in International Management and has lived across 7 countries, bringing a multi-market perspective to brand strategy.

CONTACT

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(relocating to Mainz/Frankfurt)
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LANGUAGES

Portuguese (Native): ●●●●●●
English (Fluent): ●●●●●●
German (B2/C1): ●●●○○

EDUCATION

University of Cologne (CEMS)
Master in International Management 2022

National University of Singapore (CEMS)
Master in International Management 2021

FGV - EAESP /Brazil
Master in International Management 2019-2020

Wirtschaftsuniversität Wien
Bachelor Exchange Program 2015

Harvard University
Summer School, Strategy & Decision-Making 2014

FGV - EAESP /Brazil
Bachelor in Business Administration 2012-2016

EXPERIENCE

Project Manager
Parfumlovers Cologne (E-Commerce, Perfume)--> 03/2024 - 11/2026

- Own the **full product lifecycle** of an AI-driven custom perfume platform serving the DACH market, coordinating design, content, and development partners through Jira.
- Drove a 4x revenue increase by identifying a pricing gap and launching sample and 50ml product tiers that created a low-barrier entry point and repeat purchase loop.
- Redesigned the customer-facing website with an external agency, shifting to a clear, conversion-oriented experience
- Reduced order processing time by 67% by eliminating redundancies, automating workflows, and streamlining backend operations across the fulfillment pipeline
- Built a WhatsApp channel across DACH for post-purchase support and marketing, acting as sole internal lead across all agency partners

Digital Marketing Specialist
Parfumlovers Cologne (E-Commerce, Perfume)--> 03/2022 - 11/2026

- Built the **entire digital marketing infrastructure from zero**, starting with no ad accounts, no tracking, no newsletter, to a full-funnel operation generating €150K in annual e-commerce revenue by year three
- Launched **TikTok Shop** from scratch as a new sales channel, growing it from €0 to €35K monthly revenue within the first month
- Developed the paid media strategy across **Meta, Google, and TikTok**, growing revenue 3.5x over three years while maintaining a 330% ROAS across platforms
- Built the **newsletter program from zero** to 39,000 subscribers, running A/B tests on copy and audience segments to maintain 20-25% open rates
- Established the analytics foundation by implementing **GA4 and Google Tag Manager**, giving the business its first reliable view of user behavior and campaign attribution

Master Student Consultant
Hilti (Retail, Power Tools) --> 01/2021- 06/2021

- Built an Excel-based logistics optimization model analyzing warehouse consolidation opportunities across 4 APAC markets, accounting for transport constraints (e.g., hazardous materials routing)
- Delivered final recommendations to Hilti leadership, supported by a custom optimization model for warehouse consolidation and transport routing

Performance Marketing Analyst
TechFit (Health App, Subscription)--> 08/2018- 10/2019

- Managed a **€60K+ monthly Meta Ads budget** for a subscription-based app, running 5-15 concurrent campaigns across the full funnel from acquisition to retention
- **Led a 5-person cross-functional team** (CRM, copywriting, product) through KPI-driven planning and campaign optimization cycles
- Developed **A/B testing and push notification strategies** to optimize the user journey from app download through subscription conversion
- Built **daily, weekly, and monthly performance reporting** frameworks, delivering actionable insights to stakeholders

Growth Marketing Analyst
AMARO (E-commerce, Fast-Fashion) --> 03/2017- 05/2018

- Drove **conversion rate optimization** for a leading Brazilian fashion e-commerce brand, using behavioral analytics (Hotjar, session recordings) to identify and fix friction points across landing pages
- **Identified a gap in customer feedback analysis** and built a sentiment analysis MVP that clustered reviews and support messages by product, topic, and sentiment — giving teams structured insight from unstructured data
- Became the **go-to person for new technology** across the entire 300-person company — whenever any department needed a new tool, I ran the full cycle from research to vendor evaluation to implementation to hands-on training

Programmatic Media Intern
DataXu (Media Agency) --> 07/2016- 12/2016

- Supported full campaign lifecycle for multi-market clients — from ad trafficking through performance reporting — and delivered competitive benchmarking to inform digital media strategy

Digital Marketing Intern
Farfetch (E-commerce, Luxury) --> 11/2015- 07/2016

- Optimized Facebook campaigns via A/B testing across placements and creatives