

EMANUEL RODRIGUES PINTO

Marketing Director | Brand Strategy & Performance Systems Builder

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PROFESSIONAL SUMMARY

Bilingual marketing leader with 16+ years building and scaling brand, performance, and content functions from the ground up across retail, healthcare, and food & beverage portfolios. Track record designing end-to-end marketing strategies and structuring teams of up to 70+ professionals for client accounts of varying formats, sizes, and sectors, managing budgets up to USD 1.14M, and delivering measurable ROI through paid media, influencer strategy, and AI-integrated workflows. Energized by a blank page: has built marketing functions, account structures, and creative production pipelines where none existed before.

KEY ACHIEVEMENTS

- Generated approximately USD 760,000 in revenue from a single lead reactivation campaign with only USD 1,900 in investment — a 400x return on ad spend (ROAS).
- Steered marketing operations with annual budgets of up to USD 1.14M, directing teams of 13+ professionals across marketing and trade marketing functions.
- Concurrently handled 8 to 12 client accounts in a regulated healthcare environment (LGPD and ANS compliance), consistently meeting KPIs while coordinating cross-functional teams of approximately 70 professionals.
- Built marketing team structures and end-to-end strategies from scratch across multiple client engagements — including a food & beverage portfolio with USD 1M in annual budget — establishing workflows, influencer strategy, and content systems where none existed.
- Deployed AI-integrated workflows and prompt engineering frameworks that accelerated content production cycle times and strengthened campaign ideation efficiency.

SKILLS

- **Digital Marketing and Strategy:** Full-Funnel Social Media Strategy, Paid Media, Performance Marketing, Lead Generation, Demand Generation, Conversion Rate Optimization (CRO), A/B Testing, Influencer Marketing, Content Strategy, SEO and SEM Fundamentals.
- **Tools and Platforms:** Google Analytics 4 (GA4), Meta Business Suite and Ads Manager, Google Ads, LinkedIn Ads, TikTok Ads, HubSpot, Salesforce, RD Station, Monday.com, Asana.
- **AI and Marketing Innovation:** Generative AI Strategy (Claude, Chat GPT, Gemini, Notebook LM), AI-Integrated Workflows, Prompt Engineering, AI Content Governance, Retrieval-Augmented Generation (RAG) Frameworks.
- **Project and Account Management:** Agile Project Management, Strategic Account Management, Stakeholder Management, Cross-Functional Team Leadership, Budget Management, Workflow Automation, Executive Reporting.
- **Brand and Operations:** Brand Voice Consistency, Content Governance, Data-Driven Decision Making, Campaign Optimization, KPI Tracking (CPA, CPC, CTR, ROI, ROAS), Reporting and Analytics.
- **Creative Production & Design:** Social Media Asset Creation, Print Collateral Design, Visual Content Production, Canva (Pro), AI-Powered Image and Copy Generation, Brand-Aligned Template Development.
- **Languages:** English (Professional Working Proficiency), Portuguese (Native), Spanish (Elementary).

PROFESSIONAL EXPERIENCE

Wellmaker — Healthcare-focused Advertising and Digital Marketing Agency, São Paulo, Brazil

Account Executive, Digital Marketing and Project Management

2022 – 2026

- Directed digital marketing operations — social media, paid media, influencer initiatives, and performance reporting — for clients across multiple formats and sizes in a strictly regulated healthcare market.
- Built and structured client-facing teams from scratch, designing personalized service models and end-to-end marketing strategies tailored to each account's scale and sector.

- Orchestrated cross-functional teams of approximately 70 professionals across creative, media, content, and data, serving as primary point of contact and delivery lead.
- Tracked CPA, CTR, ROAS, and conversion rate using Google Analytics 4, Meta Business Suite, and Looker Studio; optimized budgets and creative formats, improving CTR by 35–50% across active accounts.
- Deployed AI-integrated workflows (Generative AI for content drafting, prompt engineering for ideation), reducing content production turnaround and elevating campaign ideation efficiency.

Design Bridge and Partners BR — Brand Strategy and Integrated Marketing Agency, São Paulo, Brazil
Digital Marketing and Account Manager 2019 – 2022

- Acted as digital strategist within the account management role, building end-to-end content and digital strategies for a portfolio of food & beverage sector clients — including full-service restaurants, a dark kitchen operation, and a healthy-eating product brand — across digital and offline channels.
- Managed annual account budgets of up to USD 1M for food & beverage clients, overseeing paid media, organic content, and creative production.
- Led influencer marketing operations spanning macro, mid-tier, and micro influencers to drive service awareness and demand for food & beverage brands.
- Directed photo shoot production for social content, ensuring brand-consistent visual storytelling across campaigns.
- Reduced CPC and CPA by 25–40% through continuous A/B testing, creative iteration, and audience segmentation across Meta Ads Manager and LinkedIn Ads.

Vilarejo — Retail Company Specializing in Finishing Materials, Rio de Janeiro, Brazil
Marketing Manager 2015 – 2019

- Built the marketing function from the ground up, heading full operations across multiple physical locations with an annual budget of up to approximately USD 1.14M.
- Built and developed a team of 8 marketing professionals and 5 trade marketing specialists, raising campaign output and shortening project delivery cycles.
- Planned and rolled out integrated campaigns connecting offline media (TV, radio, print) with digital channels and in-store activations, driving consistent year-over-year revenue growth.
- Generated approximately USD 760,000 in revenue from a single lead reactivation initiative with only USD 1,900 in investment, achieving a 400x ROAS.
- Established data-driven reporting routines (weekly and monthly), enabling executive leadership to make faster, evidence-based decisions on media spend allocation.

EDUCATION

Postgraduate Certificate, Retail Marketing — Fundação Getulio Vargas (FGV), Brazil | 2016

Professional Certificate, Digital Marketing — Instituto Infnet, Brazil | 2012

Postgraduate Certificate, Marketing Management — IBMEC, Brazil | 2011

Bachelor of Arts in Advertising and Public Relations — Estácio University, Brazil | 2009

CERTIFICATIONS

Google Project Management Professional Certificate — In Progress

Anthropic Claude 101 — Completed

Google Prompt Engineering — Completed