

MATHEUS VIZOTTO

G R O W T H M A R K E T I N G

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PROFILE

Experienced Growth and Product Marketing Specialist with a strong track record of driving revenue growth, user acquisition, and engagement for high-impact digital products. Skilled in SEO, SEM, paid media, social media advertising, and full-funnel campaign management, with expertise in data-driven optimisation and performance analysis. Proven ability to identify growth opportunities, implement scalable strategies, and deliver measurable results across startups, mobile apps, and e-commerce. Collaborative and cross-functional team player, passionate about leveraging insights and innovation to accelerate product growth and enhance user experiences.

EMPLOYMENT HISTORY

Marketing Specialist - Move Bikes (2024 - Present)

- Develop and execute full-funnel growth strategies to drive brand awareness, user acquisition, and engagement.
- Manage end-to-end marketing campaigns, including paid media, SEO/SEM, and social media advertising, optimising for conversion and ROI.
- Collaborate with cross-functional teams to align campaigns with company objectives and product launches.
- Analyse campaign performance, generate insights, and implement improvements to enhance customer lifecycle value.

Marketing Manager - Alpha Technical Training (2024 - 2024)

- Led digital marketing and growth initiatives to enhance brand visibility and drive enrolments.
- Oversaw SEO/SEM campaigns, paid media, and strategic performance tracking.
- Partnered with internal teams to integrate marketing strategies with business objectives.
- Managed paid media campaigns across Google Ads and social platforms, boosting targeted traffic and conversions.
- Collaborated with cross-functional teams to align marketing initiatives with company objectives, ensuring measurable impact and business growth.

SKILLS

PROFESSIONAL

- Growth Strategy
- Performance Marketing
- Data-Driven Approach
- Tech Skills
- Retention Strategies
- Customer Engagement
- Leadership
- Project Management
- Mobile Marketing
- Market Research and Trend Analysis

TECHNICAL

Google Ads
Facebook & Instagram Ads
TikTok Ads & Paid Social
SEO, SEM & ASO
Web Analytics (Google Analytics, GA4, Firebase)
Data Analysis
KPI Tracking
SQL
Python
Cross-Sell & Upsell Strategy

Product Growth Manager - Hurb (2023 - 2024)

- Defined and executed product growth strategies to drive user acquisition, retention, and monetisation.
- Optimised end-to-end conversion funnels, implementing cross-selling and upselling initiatives.
- Collaborated with Product, Data, CRM, and Performance teams to maximise engagement and revenue.
- Monitored KPIs and analysed market trends to identify growth opportunities.
- Leveraged Python for data analysis and automation, improving efficiency and enabling actionable insights.
- Expanded platform offerings with new airline partners, hotels, and destinations, improving platform stickiness and conversion rates.
- Successfully implemented data-driven experiments to optimise product pricing, promotions, and recommendation algorithms.

Head Of Growth Marketing - CASA feito brasil (2022 - 2022)

- Led full-funnel growth marketing for the dermocosmetics brand Quintal, including product launches, international expansion, and e-commerce performance.
- Managed budget allocation, KPI tracking, dashboards, and cross-functional initiatives to optimise results.
- Developed strategies to enhance user experience, increase sales, and expand market reach.
- Developed and executed email marketing campaigns, resulting in increased customer engagement.

Head Of Growth Marketing - Aiqfome | Food Delivery App (2018 - 2021)

- Responsible for acquisition, retention, and performance campaigns across Google Ads UAC, Facebook Ads, and other digital channels.
- Developed and executed mobile growth strategies, including full-funnel campaign planning, user journey optimisation, and KPI tracking.
- Built dashboards, analysed data, and provided insights to Product, Technology, and Sales teams to optimise app performance and monetisation.
- Promoted to Head Of Growth Marketing after demonstrating exceptional results in scaling campaigns and delivering measurable growth.
- Increased monthly active users, retention, and engagement by optimising campaigns and implementing strategic growth initiatives.
- Developed and executed cross-channel strategies, balancing paid and organic growth, and improving LTV, ARPU, and ROI.
- Coordinated with Product and Technology teams to identify friction points in the user experience and propose enhancements that boosted conversions.
- Recognised for leadership, strategic thinking, and impact on company growth trajectory, leading to promotion within 12 months.

LANGUAGES

English (Advanced)

Spanish (Advanced)

Portuguese (Native)

EDUCATION

Australian Pacific College

Diploma
Marketing and Communication
2024 - 2026

PM3

Certificate of Completion
Product Growth
2023

Harve

Certificate of Completion:
Python
2023

VOLUNTARY WORK

Guest Speaker, AppHour, Innage 2023

Guest Speaker, The Developer's Conference 2021

Marketing Coordinator - F.A Holding (2018 - 2018)

- Planned and executed performance marketing campaigns for franchise networks (Lava & Leva), managing Facebook Ads and Google Ads.
- Developed lead generation strategies, brand management, and campaign optimisation.
- Delivered training and webinars for franchisees to adopt digital marketing practices.
- Improved franchisee adoption of digital marketing strategies, increasing overall campaign performance and ROI.

Social Media Coordinator - Galanti Design | Marketing Agency (2017 - 2018)

- Developed social media strategies for clients, managing brand presence, content creation, and performance campaigns.
- Analysed engagement metrics and provided recommendations for campaign optimisation.
- Increased client engagement and improved campaign performance through targeted social media initiatives.
- Generated weekly and monthly reports, analysing data to identify improvement opportunities.
- Provided recommendations based on data analysis to optimize social media performance.

LICENSES & CERTIFICATIONS

Enap

Certificate Programming
Using Python

2023

Hashtag Treinamentos

Certificate Python

2023

Conquer

Leadership Track -
Leadership Training

2021