





MATHEUS FERREIRA

 Auckland, New Zealand

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PROFESSIONAL SUMMARY

Passionate **marketer** and **sales professional** with a track record of **driving revenue**, **optimising campaigns**, and **elevating customer experiences** across **Retail**, **SaaS**, **Real Estate**, and **E-commerce**. Proficient in **digital marketing strategies**, **CRM management**, and **data-driven** decision-making to strengthen brand positioning and accelerate growth. Skilled at cross-functional collaboration, consistently adapting to new challenges while delivering measurable results. Adept at leveraging **ITIL-based frameworks** for **continuous improvement**, executing cross-channel marketing initiatives, and fostering collaborative environments that drive sustainable growth.

EXPERIENCE

Harvey Norman

Auckland, New Zealand
Mar 2024 - Present

Sales Consultant

- Engages customers using strong communication and interpersonal skills to guide appliance selection and purchase decisions.
- Achieves sales targets through strategic upselling techniques and tailored product demonstrations across diverse customer segments.
- Maintains comprehensive product knowledge and stays current with industry trends to deliver personalised and informed recommendations.
- Collaborates with colleagues to optimise sales strategies and enhance customer service practices, contributing to continuous improvement.
- Utilises proactive follow-up and relationship-building techniques to foster long-term customer loyalty and trust.
- Provides after-sales support by assisting with product setup, warranty information, and troubleshooting to ensure a positive post-purchase experience.

Insight Sales

Sao Paulo, Brazil
May 2022 - Mar 2024

IT Service Management Consultant

- Implemented SOPs using ITIL and Agile methodologies to streamline customer support, improving response times and service consistency.
- Developed a three-tier support structure (L1, L2, L3) to ensure efficient issue escalation and resolution.
- Established SLAs, and monitored key metrics to boost operational efficiency and customer satisfaction.
- Created a comprehensive knowledge base for self-service and facilitated cross-team collaboration to ensure seamless support transitions.

Marketing Specialist

- Applied Agile practices for effective campaign planning, execution, and iterative optimisation.
- Managed marketing campaigns and lead nurturing processes using HubSpot CRM, enhancing engagement and lead quality.
- Executed high-performance digital campaigns across multiple channels, optimising results through Google Data Studio analytics.

Sales Account Management Specialist

- Leveraged Agile methodologies to refine sales processes, driving continuous improvement and adaptability.
- Utilised HubSpot CRM for full sales funnel management, automating campaigns, and enhancing lead nurturing for better conversion rates.
- Consulted sales teams using SPIN Selling and GPCTBA frameworks to boost team performance, improve lead quality, and maximize ROI.

Proesc

Sao Paulo, Brazil
Aug 2022 - Mar 2024

Colonial Prime Imoveis

Nova Lima, Brazil
Mar 2021 - Nov 2022

Head of Paid Media

- Led the development and execution of digital marketing strategies for a school management SaaS, optimising campaigns for high performance and cost efficiency.
- Spearheaded paid media campaigns across Meta Ads, ensuring effective planning, creation, and real-time optimisation to maximize ROI and meet performance targets.
- Directed data-driven insights and campaign success metrics using advanced data processing and visualisation tools like Google Data Studio and Databox, enabling agile decision-making.
- Implemented Scrum Agile methodologies to streamline project management and improve the efficiency of campaign execution and optimisation.
- Leveraged HubSpot CRM to manage the full sales funnel, incorporating automated email campaigns and using data analytics to drive process improvements, enhance lead quality, and boost conversions.

Digital Marketing and Technology Consultant

- Implemented chatbot solutions and automated lead capture tools integrated with CRM systems, optimising the customer acquisition process.
- Developed and executed digital marketing strategies tailored to the high-end real estate market, focusing on effective audience targeting and engagement.
- Planned, created, and managed paid media campaigns across multiple platforms, with continuous real-time monitoring and optimisation to maximize reach and lead generation.
- Utilised Power BI for data analysis and campaign performance tracking, providing valuable insights to improve campaign efficiency and decision-making.

EDUCATION

ICL Graduate Business School

Auckland, New Zealand
2024 - Present

ICL Education Group

Auckland, New Zealand
2023 - 2024

FUMEC University

Belo Horizonte, Brazil
2015 - 2019

Master of Business Informatics (MBI)

NZCEL (Academic Linguistics - Level 5)

Bachelor of Aeronautical Sciences

TECHNICAL SKILLS

- Digital Strategy
- Campaign Performance Analysis
- Paid Media Management
- Campaign Optimisation
- Customer Journey Mapping
- SaaS Marketing
- Conversion Rate Optimisation (CRO)
- Lead Generation
- Agile Methodologies
- ITIL Framework
- IT Service Management
- SOP Implementation
- Continuous Process Improvement
- Sales Funnels
- HubSpot CRM
- Strategic Planning
- Account Management
- Revenue Growth Strategy
- Marketing Automation
- Cross-team Collaboration
- Project Management
- Digital Transformation
- Customer Experience Optimisation
- Problem Management

PERSONAL SKILLS

Holistic Experience

Broad industry experience spanning IT, Finance, Fashion, Education, Sustainability, Retail, and Real Estate, allowing for a well-rounded and adaptable business perspective.

Marketing & Sales Expertise

Proven background in Marketing and Sales, leveraging both to drive performance and achieve results. Strong alignment of marketing strategies with sales processes to boost growth and engagement.

Multi-Tasking & Prioritisation

Skilled in managing multiple projects simultaneously while prioritising effectively to ensure key deliverables are met on time.

Collaborative Team Player

Dedicated to fostering productive relationships across teams. Advocates knowledge-sharing and collaboration for overall success.

Solutions-Oriented Mindset

Proactive in identifying challenges and implementing practical solutions to drive continuous improvement and effective problem-solving.

ITSM Experience

Practical experience in IT Service Management (ITSM), applying ITIL frameworks to support consistent IT service delivery, focusing on SOP implementation and contributing to service improvement initiatives.