

Pamela Messina Mohanani

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EXPERIENCE

Head of Growth G4 SKILLS

G4 Educação | EdTech

May 2023 – January 2024 | SP, Brazil

- Directed the formulation and execution of the growth strategy for SKILLS, a SaaS B2B educational platform, while leading a multidisciplinary team, directly contributing to the company's attainment of its annual turnover target of R\$ 200 million.
- Secured a significant 29% average monthly increase in lead generation and a 22% average monthly revenue escalation through the establishment of five new demand generation channels and the strategic enhancement of the CRO of existing channels.
- Led the successful execution of the platform's paid user acquisition strategy, achieving a ROAS of 2.6 in the inaugural month and reducing cost per lead by an average of 30% month-over-month.
- Implemented an MVP for user onboarding, resulting on reduced time-to-value and increasing free-to-paid conversion rates by an average of 18% month-over-month.
- Developed and executed an Engagement Score framework by mapping user interactions within the platform, resulting in a significant 32% increase in product-qualified lead rate.
- Applied product-led growth proficiency to conduct thorough market, product, and user research, implement lifecycle marketing initiatives to drive retention, and innovate cross-sell and up-sell pricing strategies for optimal results.
- Led the strategic planning and execution of the online component of the company's flagship annual event, Black Friday, resulting in record-breaking achievements in online sales, viewer engagement, and retention.
- Partnered with cross-functional teams to devise and execute consistent iterations company-wide, demonstrating robust leadership and a strategic outlook.

LATAM International Team Lead: Growth Marketing | *Previous Senior Manager for Product & Marketing Brazil*

Picsart | Design Mobile App

August 2021 – December 2022 | Remote

- Directed, implemented, and oversaw all growth, engagement, and monetization initiatives for Brazil and Latin America, driving impact across top, middle, and bottom of funnel metrics.
- Conducted market landscaping, competitor research and data deep-dives to elucidate the product's value proposition to local users and optimize performance, achieving a 2% increase in market penetration in a single quarter within an extremely competitive landscape.
- Led the cross-functional implementation and GTM strategy of product marketing and premium content campaigns, resulting in more than 100 thousand incremental installs and more than 400 million impressions.
- Pioneered a successful paid user acquisition strategy for Brazil, achieving a 54% cost per trial improvement on Facebook and a 25% CAC improvement on Google.
- Conceptualized extensive onboarding, pricing and UX/UI testing to build a product with the best market fit, generating a 50% year-over-year increase in free to paid conversions and a 20% growth in new paying users.
- Exceeded Finance FP&A targets by more than 15%, maximizing total billings by 25% year-over-year.
- Forged strategic partnerships with industry leaders such as Apple, Google, Pinterest, and prominent local influencers for co-marketing campaigns, significantly amplifying brand visibility and fostering robust top-of-funnel growth.
- Provided regional data and creative insights to inform ASO and SEO strategies, resulting in accelerated store conversion rates and increased traffic on localized blogs and landing pages.

Chief Marketing Officer

Ânimo | Healthtech Startup

October 2020 – August 2021 | SP, Brazil

- Orchestrated all qualitative and quantitative marketing endeavors, steering the development, management, and optimization of the company's customer acquisition strategy, resulting in an exceptional LTV:CAC ratio of 11 and a user conversion rate exceeding 25%.
- Crafted the brand's visual identity and conceptualized all creative assets to spearhead brand awareness and conversion campaigns targeting web traffic and app installs.
- Drove the go-to-market strategy and execution of new ad formats.
- Engaged leads in every step of the inbound funnel, partnering with the product team to leverage UX/UI design across all touchpoints.
- Mapped out the lifecycle marketing strategy to sustain new user engagement and monthly retention.
- Fostered partner relations and evangelized brand values to convert prospects and educate external stakeholders about different brand solutions.

Co-Founder and Head of Content

All Type | Online Agency

March 2011 – October 2020 | SP, Brazil

- Drove creative innovation by repurposing the market and serving as a one-stop-shop for clients' content and localization needs.
- Grew the business by 200% in a 10-year period by implementing a proprietary approach, working on projects for world-class brands, such as Nike, Duolingo Intel, Google, Facebook, Budweiser, PUMA, HBO, Netflix, Burger King, Hasbro, VW, Uber, among several others.
- Worked alongside local and international branches of five of the Big Six global agencies: Ogilvy, Fnazca Saatchi&Saatchi, AlmapBBDO, McCann Worldgroup, among other award-winning organizations.
- Led, planned, and managed the production of content marketing and localization workflows, ensuring high quality delivery of over 2,000 assets prioritizing conversion-centric communication strategies, ensuring 99% client retention.
- Successfully hired and managed a diverse team of 30 freelance copywriters and content marketing professionals operating remotely.

EDUCATION

Bachelor of Arts | Major in Marketing and Communication

Centro Universitário Belas Artes de São Paulo • São Paulo, Brazil

Professional Certification in Art & Design

Escola Panamericana de Arte e Design • São Paulo, Brazil

CERTIFICATIONS

Reforge Growth Series Program

Reforge.com • 2023

Marketing Analytics Mastery: From Strategy to Application

Udemy.com • 2024

MySQL for Data Analytics and Business Intelligence | *In progress.*

Udemy.com // 365 Careers • 2024

SKILLS & TECH STACK

ChatGPT proficient, Excel Financial Modeling and Valuation, Strategic Thinking, Telling Stories with Data, Design Thinking: Customer Experience, Content Marketing, Social Media Marketing, Performance Marketing, Growth Hacking, B2B, B2C, and B2B2C experience, PPC, SEO, SMM certified, Google Analytics and AdWords certified, HubSpot, Amplitude Looker, Looker Studio, Data.ai, Notion, Atlassian, Microsoft Office & iOS proficient.

LANGUAGES

English

Native Proficiency

Portuguese (BR)

Native Proficiency

Spanish

Working Proficiency

French

Working Proficiency

RECOMMENDATIONS

<https://www.linkedin.com/in/pamela-messina-mohanani/#:~:text=Received,Received>