

Education

UNIPDS · MBA, Applied AI Software Engineering (completed)	2026
Universidade Veiga de Almeida (UVA) · MBA, Process and Project Management	2025 – 2026
Hashtag Treinamentos · MBA, Análise de Dados Impressionadora (data analysis)	2024 – 2025
Descomplica · MBA, Strategic Sales and Relationship Management	2022 – 2023
Pontificia Universidade Católica do Rio de Janeiro (PUC-Rio) · Bachelor's, Communications and Film	2011 – 2016

Professional experience

Octant, Golem Foundation <i>Social Media Lead / Marketing Engineer</i> • Built analytics and cohort analysis for the V1-to-V2 migration campaign; 92% of 206 active donors migrated. • Ran social strategy and distribution for @octantapp, with 3 people publishing. In 9 months the account reached 13K followers and 9M impressions, with 5% engagement. • Reworked YouTube format and distribution; views grew about 3x. • Built AI workflows for daily crypto content and market research, with human review before publication.	Jun 2025 – Jun 2026 Remote
noder. <i>Product Marketing Manager</i> • Owned positioning and go-to-market for 18 months as the only product marketer. • Ran 100+ product-led growth experiments on signup and conversion in onboarding for node operators and developers. • Shaped the value proposition and messaging from customer calls and ecosystem research. • Built a competitive research process and used its findings to update messaging and sales materials.	Jan 2024 – Jun 2025 Remote
BTG Pactual <i>Ghostwriter for André Portilho, Head of Digital Assets</i> • Ghostwrote explainers and social posts that made finance and crypto concepts easy to follow. • Defined his target audience and content strategy from audience and competitor research. • Set up weekly research to track competitors and compare content performance by topic and format.	May 2024 – Jan 2025 Hybrid
Ankr <i>Social Media Manager</i> • Owned daily social publishing and editorial voice as part of the team that grew Ankr past 300K followers. • Turned recurring questions on X and Discord into product feedback for engineering and educational content on RPC nodes and DePIN.	Jan 2023 – Jan 2024 Remote
Grupo Flow <i>Product Manager, Market Intelligence</i> • Built Grupo Flow's market intelligence function. • Delivered weekly customer and competitor research that leadership and commercial teams used to set priorities.	Jul 2019 – Jan 2023 Remote
Early career · agencies & brands <i>Growth, content & writing</i> • Worked in growth and writing at R&D Marketing Digital and Arte de Viver Brasil. Helped 50+ client articles reach Google's first page through SEO.	2011 – 2019 Rio de Janeiro

Skills

Marketing & go-to-market: Product marketing, Product positioning, Go-to-market strategy, GTM, Product launches, Product-led growth, Growth, Growth marketing, Demand generation, User acquisition, Landing pages, Conversion optimization, Marketing, Marketing automation, Product, Strategic sales, Relationship management

Content & social: Content, Content strategy, Content distribution, Editorial strategy, Writing, Editing, Ghostwriting, Communications, Social media, Social media strategy, Social media publishing, YouTube strategy, SEO, Answer engine optimization (AEO)

Research & data: Audience research, Audience analysis, Customer research, Customer feedback analysis, Competitive intelligence, Competitor analysis, Market intelligence, Market research, Research workflows, Campaign analytics, Cohort analysis, Data analysis, Data visualization, Data governance, SQL, Power BI, Excel/Numbers/Sheets, Process management, Project management

AI & engineering: AI, Claude, LLM, LLM APIs, LLM evaluation, AI SDKs, RAG, Model Context Protocol (MCP), LangGraph, Human-in-the-loop workflows, Python, TypeScript, JavaScript, HTML/CSS, Next.js, React.js, React Native, React Query, Reanimated, Tailwind CSS, Zod, Drizzle, Clerk, RevenueCat, Vitest, Playwright, Accessibility testing

Web3: Blockchain, Decentralized finance (DeFi), Digital assets, Solana, Anchor, Solidity, Rust, viem, Wallet integration, Smart contract security