

JULIANA CARLOS

Marketing Coordinator

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SUMMARY

Results-driven Marketing Professional with 15+ years of experience across technology, finance, education, retail, and e-commerce sectors. Expertise in digital strategies, SEO, Branding, and sales Funnel Optimization, delivering impactful results: a 200% increase in organic traffic and a 70% growth in qualified lead conversions. Collaborative leader focused on data-driven strategies and marketing automation. Fluent in Portuguese, proficient in English, and conversational in Spanish.

SKILLS

Tools: Google Analytics, Google Ads, Google Tag Manager, Meta Ads, HubSpot, RD Station, Ahrefs, Semrush, WordPress.

Expertise: Digital Channel Management, Team Leadership, Search Engine Optimization (SEO), App Store Optimization (ASO), Search Engine Marketing (SEM), CRM, Inbound Marketing, Content Marketing, Sales Funnel Optimization.

RECENT WORK EXPERIENCE

Marketing Consultant

Company: Falco – Digital Marketing Management

Period: August/2024 – Present

- Developed and implemented strategic SEO consulting, optimizing websites, blogs, and landing pages to generate qualified traffic and improve organic brand positioning.
- Designed and managed marketing and sales campaigns, including branding, paid media planning, and conversion rate optimization strategies.

- Conducted performance analysis using tools like Google Analytics and Semrush, leveraging data-driven insights to maximize marketing ROI.

Marketing Coordinator

Company: XP Investimentos (Banco Modal)

Period: May/2023 – February/2024

- Led lead generation and digital strategy campaigns, increasing qualified leads and driving a 50% growth in organic traffic.
- Managed digital channels, developed content calendars, and optimized sales funnels, boosting lead conversion rates by 70%.
- Oversaw strategic partnerships, marketing budget control, and performance dashboards for data analysis and reporting.

Marketing Coordinator

Company: Educa Mais Brasil

Period: October/2018 – December/2022

- Developed and executed SEO strategies, resulting in a 200% increase in website traffic and improved sales funnel efficiency.
- Managed content, UX/UI, backlinks, technology, and digital channel performance, leading a team of over 30 professionals.
- Utilized analytical tools such as Google Analytics, Google Search Console, Semrush, and Ahrefs to enhance traffic, revenue, and conversion data insights.

PREVIOUS WORK EXPERIENCE

- Senior Marketing & Relationship Analyst | Trend2B (October/2017 – October/2018)
- Marketing & Content Analyst | Magnum Relógios (September/2016 – October/2017)
- Digital Marketing Analyst | Central Nacional Unimed (September/2013 – December/2015)
- Digital Marketing Analyst | APAS (June/2011 – June/2013)
- Reporter | Superior Electoral Court of São Paulo (TRE-SP) (January/2010 – February/2011)
- Press Officer & Reporter | City Hall of São Paulo (December/2007 – February/2010)

EDUCATION

Professional Certificate in Marketing

Stafford House, London, UK

April/2024 – May/2024

MBA in Marketing & Sales
FMU, São Paulo, Brazil
February/2019 – December/2020

Postgraduate in Digital Media Communication Management
Senac, São Paulo, Brazil
February/2013 – December/2014

Bachelor's Degree in Social Communication – Journalism
Presbyterian University Mackenzie, São Paulo, Brazil
February/2006 – December/2009

LANGUAGES

- English: Advanced/Professional
- Spanish: Intermediate
- Portuguese: Native/Fluent

COURSES & CERTIFICATIONS

- Spanish Immersion Program | Vamos Academy, Buenos Aires, 2023
- SEO Fundamentals | Goobec, São Paulo, Brazil, 2021
- Advanced SEO | Goobec, São Paulo, Brazil, 2021
- Google Analytics Fundamentals | Goobec, São Paulo, Brazil, 2020
- Advanced Google Analytics | Goobec, São Paulo, Brazil, 2020
- Creativity & Innovation Extension Program | PUC-SP, Brazil, 2019
- Gamification Extension Program | PUC-SP, Brazil, 2019

Last updated on January 29, 2025.