ANA LÚCIA OLIVEIRA VICENTE DE ANDRADE

SEO & GROWTH MARKETING MANAGER

B2B Demand Generation | Organic Search | CRM & Automation | Revenue Growth

Brazil (Remote) | analu.oliveiravt@gmail.com | +55 22 99282-6189 | linkedin.com/in/analucia-marketing

PROFILE

Growth marketing leader with 7+ years across digital marketing, B2B demand generation, SEO-led content, CRM and full-funnel strategy. Connects acquisition, conversion, automation and sales processes to measurable business outcomes. Led the marketing strategy behind a real-estate growth operation that contributed to 135% sales growth and was recognized as a Top 10 Case in Brazil at the 2025 RD Station Limitless Awards. Also developed B2B technology demand-generation strategies for Paraguay and Bolivia.

PROFESSIONAL EXPERIENCE

AVENTUM MARKETING | Marketing Manager | Sep 2025 - Present

Career progression: Copywriter → Strategist → Supervisor → Marketing Manager | Sep 2022 - Present

- Lead multidisciplinary marketing operations across content, paid media, CRM, inbound and web, defining strategy, priorities, KPIs and channel plans for client accounts.
- Led the marketing strategy behind VIIV Empreendimentos' integrated growth operation, connecting demand generation, automation, CRM, SDR follow-up, recovery and post-purchase journeys; the broader operation contributed to 135% sales growth and was recognized as a Top 10 Case in Brazil at the 2025 RD Station Limitless Awards.
- Developed B2B demand-generation strategies for TOTVS operations in Paraguay and Bolivia through Resultar Soluciones, adapting positioning, funnel communication, inbound, content and acquisition to local markets with conversion and sales as primary objectives.
- Structure lead qualification, nurturing and sales-follow-up journeys in RD Station Marketing, CRM and Conversas, connecting marketing activity to commercial processes.
- Translate performance and search findings into prioritized briefs and implementation roadmaps for content, design, paid media and web teams.
- Built executive reporting frameworks and prototyped an internal dashboard integrating performance data from 40 client projects with AI-assisted insights and alerts.

VEDERE MARKETING | Strategic Copywriter - SEO & Content Strategy | Feb 2024 - Present

- Build SEO-driven content strategies mapped to search intent and buyer journeys, including keyword research, competitive content analysis and content planning.
- Refresh and expand existing content through keyword integration, internal linking and updated product information to restore relevance and support product launches.
- Create landing pages, gated content, nurturing emails and A/B-tested campaigns; collaborate with executives and subject-matter experts on thought leadership.

SELECTED GROWTH CASES

VIIV EMPREENDIMENTOS

+135% SALES GROWTH | TOP 10 RD STATION CASE

Full-funnel growth and revenue strategy for a complex real-estate sales operation.

- Unified acquisition sources into structured lead journeys across landing pages, paid campaigns and CRM.
- Designed acquisition, nurturing, conversion, recovery and post-purchase logic connecting marketing with SDR and sales.
- Defined performance measurement beyond media metrics, including visits, proposals, sales, CAC, LTV and ROI.
- The broader integrated operation contributed to 135% sales growth and was recognized as a Top 10 Case in Brazil at the 2025 RD Station Limitless Awards.

TOTVS / RESULTAR SOLUCIONES

B2B DEMAND GENERATION | PARAGUAY + BOLIVIA

Localized growth strategy for enterprise technology solutions across two Spanish-speaking LATAM markets.

- Mapped target segments, value proposition, competitive context and regional opportunities.
- Structured funnel communication across awareness, evaluation and conversion, supported by inbound, content, email, social and paid acquisition.
- Used conversion and sales as primary business objectives, with lead generation as a supporting metric.
- Created the strategic foundation for a more structured, localized and conversion-oriented demand-generation operation.

EARLIER MARKETING EXPERIENCE

Copywriter & Social Media - ESA-MG | Nov 2021 - Apr 2023

Content, social media, copywriting and digital communication.

Freelance Copywriter - Workana & Independent | Jan 2019 - Nov 2019

Digital copywriting and content projects for multiple clients.

RECOGNITION

2025 RD Station Limitless Awards

- Top 2 Company of the Year - Aventum Marketing
- Top 10 Case in Brazil - VIIV Empreendimentos

Recognitions earned by Aventum during Ana's tenure leading the agency marketing team; the VIIV recognition relates to the integrated growth case highlighted above.

CORE SKILLS & TOOLS

SEO & Search

Keyword/search-intent research, on-page optimization, content refresh, internal linking, AEO/GEO, Semrush, GA4, GTM.

Growth & Conversion

B2B demand generation, full-funnel strategy, landing pages, conversion tracking, A/B testing, lead qualification, CAC/LTV/ROI frameworks.

CRM & Automation

RD Station Marketing, CRM & Conversas, ActiveCampaign, nurturing, re-engagement, post-purchase journeys, WordPress.

Leadership & Paid Media

Multidisciplinary leadership, KPI reporting, quarterly planning, Google Ads and Meta Ads strategy, ClickUp, Asana, Trello, iClips.

EDUCATION & LANGUAGES

MBA in Digital Marketing & Sales - Descomplica | **LL.B.** - Universidade Veiga de Almeida | **Growth Marketing** - Coderhouse

Portuguese - Native | **Spanish** - Intermediate | **English** - Intermediate