

Bruna Prado

Head of B2B Marketing · Growth, RevOps and AI applied to marketing

[linkedin.com/in/pradoabr](https://www.linkedin.com/in/pradoabr) · São José dos Campos, Brazil · remote

SUMMARY

I'm a marketing leader whose career brings together growth and B2B SaaS in fast-paced environments. I connect product, sales, CS and tech, run launches and manage vendors and budget end to end.

My edge is using technology and AI as a lever for efficiency and scale. I work as an AI builder inside the growth routine: I build automations, agents, skills and integrations (MCP) to connect data, automate repetitive work and turn operational pain points into micro-systems. If the right tool doesn't exist, I build it.

I started in creative and design, went through agency work, content and performance media, and reached leadership in B2B SaaS. That path explains the way I work: I think of the asset, the funnel and the data as one thing.

EXPERIENCE

Linte · B2B SaaS · remote

Head of Marketing

Jan 2025 – Aug 2026

- Designed the funnel (MQL → SAL → SQL → SAO → Won) and helped define SLAs between marketing and sales
- Built pipeline, media and revenue dashboards for strategic decisions
- RevOps management: pipeline, CPMQL, CPSAL, CAC and ROAS by channel, focused on efficiency and ROI. Cost per lead -66% and ICP leads from 18% to 56%
- Led go-to-market launches for products and features, orchestrating the brief, deadlines, deliverables and the teams involved
- Product marketing: value propositions by persona and sales enablement
- Internal tools and micro-systems with generative AI and vibe coding (Claude Code), including MagiK, an AI-powered growth system
- CRM management (HubSpot) with flows, automations and integrations; migration of a 10-year operation between systems, saving R\$70K/year in platform costs
- New website in 1 month and +700% organic traffic; events and activations strategy
- Led the team with a focus on autonomy, data and a product mindset

Growth Marketing Manager

Jun 2024 – Jan 2025

- Built the marketing team across growth and branding, including managing vendors and agencies (media, video production and others)
- Go-to-market strategy aligned across tech, CS, sales and product
- Marketing budget management
- Led and developed an ABM and events specialist
- Growth data routine, with periodic reviews and Looker Studio dashboards
- CRM Ops: HubSpot setup and flows
- Content planning and pillar strategy; sales enablement materials
- Use of AI tools focused on the team's operational efficiency

Gupy · HR B2B SaaS

Marketing Coordinator · Gupy Ecosystem

Jan 2023 – May 2024

- Led the lead nurturing/lifecycle team, with 5 people responsible for email/CRM, nurturing flows, landing pages, WhatsApp, community, chatbot and lead scoring
- Set the team's goals and KPIs; IDP routines and continuous feedback
- 24 email experiments in 3 months (+419 MQLs) and an L&D community with gamification
- Before the restructuring, also managed the content front, with website performance in Analytics and SEO direction

Senior Marketing Analyst · B2B and B2C

Mar 2022 – Dec 2022

- B2B (Corporate Education): landing pages in HubSpot, nurturing metrics tied to MQLs, SQLs and opportunities, email sequences and a performance report with macros and Apps Script
- B2C: segmentation, landing pages and forms in Sendinblue; email calendar and relationship sequences
- Blog do Emprego chatbot with more than 4,500 people helped without the support team
- Content for Beamer (snippet, tooltip, push): 700K to 2 million views per post, 88% average satisfaction
- Reports in Sheets, Power BI and Looker Studio; A/B tests documented in Jira

Mid-level Inbound Marketing Analyst · B2B

Nov 2020 – Feb 2022

- Emails and automation flows for B2B demand generation in HubSpot Marketing
- Nurturing at every stage of the funnel: MQLs, newsletter, lead magnets, courses and learning paths
- Performance analysis in Sheets, Power BI and HubSpot; A/B tests documented in Asana
- Integration of email and automation with social and paid media; training for the marketing team
- Supported pre-sales with email copy, automations and outbound leads

SUPERA Ginástica para o Cérebro · Education franchise network

Mid-level Digital Marketing Analyst

Nov 2019 – Nov 2020

- Inbound and email marketing for B2C and B2B lead nurturing: leads from 1,385 to 10,788 per month, with inbound enrollments above paid media
- Managed and implemented the marketing CRM; automations and lead scoring in RD Station
- Alignment with paid social and paid search agencies
- Landing page copy and layout, campaign and lead magnet copywriting, webinar planning and SEO
- Performance in Google Analytics and Excel; training for franchisees

OGS Saúde · Freelance

Performance Marketing Consultant

Aug 2018 – Nov 2019

- Inbound and outbound strategic planning for healthcare HR
- Sponsored campaigns on Facebook, Instagram, Google Ads and LinkedIn
- Performance tracking and reporting

Arriba! Marketing · Agency

Content Coordinator

Jan 2019 – Oct 2019

- Online and offline copywriting: social media, Google Ads, SMS, email, landing pages, brand pitches, radio spots and TV scripts
- Market campaigns with the Creative Director; managing sponsored campaigns
- Marketing planning, onboarding new team members and copy review

Digital Marketing Analyst

Oct 2017 – Dec 2018

- Web content and social media management, with A/B tests
- Ads on Google Ads, Waze and Zap; lead generation campaigns
- Advertising copywriting, performance reports and video and art editing (Camtasia, Photoshop, Illustrator)

Momento Marketing & Corporativo

Creative Intern

Aug 2016 – Dec 2016

- Social media assets, brand design, image editing and print materials

Força do Marketing

Marketing Intern

Apr 2014 – May 2015

- Social media, advertising copywriting, asset creation, image editing and performance reports

Comércio Digital Lifonsí · E-commerce

Marketing Intern

Nov 2013 – Feb 2014

- Social media, posts and ads, web design (banners, HTML email marketing) and print materials

AI PROJECTS

Agents + ComfyUI: a creative production line

Aug 2026 – present

Three agents (Social Media, Designer and Reviewer) go from the brief, or just the website URL, to the reviewed asset in every format for Instagram, LinkedIn, Meta and Google Ads. Images with open source models on a local GPU. 27 assets reviewed in about 16 minutes.

Cockpit RevOps

2026

Monday report in 4 views (C-level, marketing, pre-sales and sales) with a local LLM reading (n8n, Python, DuckDB, Ollama), every number checked by code and the verdict decided by rule.

Operation Vela (this portfolio)

2026

The entire marketing operation of a fictitious company: website, content and social agents, SEO and GEO audit, revenue reports and the open source Malha GTM plugin (11 skills), for evidence-backed personas and positioning.

SKILLS

Leadership and strategy	Team leadership (IDPs, 1:1s, OKRs) · Go-to-market and launches · Budget, agency and vendor management · Sales enablement
Growth and marketing	Inbound and outbound · ABM · Performance media · Branding · Product marketing · Lifecycle and email
RevOps and data	B2B funnel (MQL → SAL → SQL → SAO → Won) · Pipeline, forecast and ROI · GA4 · Looker Studio · Power BI
CRM	HubSpot · RD Station · Brevo
AI and automation	Agents, skills and MCP · Claude Code · n8n · ComfyUI · Local models (Ollama) · AI workflows

Tools and methods: Claude (chat, Cowork, Code and Design), Manus, Gemini (Antigravity, Whisk, Vids, Flow, AI Studio), Gamma, Breeze, OpusClip, v0, Cursor, Perplexity, ChatGPT, DeepSeek, ComfyUI and Stable Diffusion; Scrum, Asana, Jira and Lean management; UX writing.

EDUCATION

Postgraduate degree in Organizational Psychology , Universidade Anhembi Morumbi	2020 – 2021
MBA in Digital Media and BI , ESPM	2018 – 2020
MBA in Marketing and Social Media , Unyleya	2017 – 2018
Bachelor's degree in Advertising and Marketing , Universidade Paulista	2013 – 2016

RECOGNITION

High-performance team leadership · Gupy, 2024

Scored 10 in the leadership review (trust 10, communication 9.8), 0% of the team in "needs improvement" and Top Talent in the 360° review.

Culture Committee · Gupy

A reference for culture and climate initiatives and culture-fit interviews. Top 1 in Marketing for recognitions given in 2023.

Construindo o Impossível (Building the Impossible) · Linte, 2024

Top score in the performance review, with a promotion, merit increase and stock options.

CERTIFICATIONS

Inbound Marketing · HubSpot

Email Marketing · HubSpot

Paid Media and Finance for Marketing Leaders · Nowle

Yellow Belt Six Sigma · 2023

LANGUAGES

Portuguese (native)

English (advanced, C1)

COURSES

Data Analysis in Google Sheets · Alura

Growth Hacking Full Marketer · ComSchool

Digital Experimentation and Optimization

· ESPM