

Bruna Prado

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

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SUMMARY

Marketing leader with 9 years in digital marketing, 6 of them in B2B SaaS (Linte and Gupy). I build marketing departments from scratch, run go-to-market with product, sales, CS and tech, and manage team, budget and vendors end to end. My edge is using AI as a lever for efficiency: I build agents, automations and micro-systems that connect data and take the repetitive work out of the growth routine, from marketing to revenue.

EXPERIENCE

Linte · B2B SaaS · remote

Head of Marketing

Jan 2025 – Aug 2026

- Cut cost per lead by 66% and raised leads within the ICP from 18% to 56%
- Designed the MQL → SAL → SQL → SAO → Won funnel, with SLAs between marketing and sales, and built the pipeline, media and revenue dashboards
- RevOps: CPMQL, CPSAL, CAC and ROAS by channel, focused on efficiency and ROI
- Led the go-to-market for products and features and product marketing: value proposition by persona and sales enablement
- Launched the new website in 1 month, with more than 70 articles written with AI agents: +700% organic traffic
- Migrated a 10-year operation between systems, with AI and APIs: R\$70K/year less in platform costs
- Built MagiK, an internal AI-powered growth system (Claude Code) that integrates HubSpot, Google and Meta Ads, Buffer and Slack

Growth Marketing Manager

Jun 2024 – Jan 2025

- Built the marketing department from scratch: growth and branding team, budget, vendors and agencies
- Set up the growth data routine, with periodic reviews and Looker Studio dashboards

Gupy · HR B2B SaaS

Marketing Coordinator · Gupy Ecosystem

Jan 2023 – May 2024

- Led 5 people in lifecycle: email/CRM, nurturing, landing pages, WhatsApp, community, chatbot and lead scoring
- Scored 10 in the leadership review by the team (trust 10, communication 9.8) and Top Talent in the 360° review
- 24 email experiments in 3 months, with +419 MQLs
- Set the team's goals and KPIs, with IDP routines and continuous feedback

Senior Marketing Analyst · B2B and B2C

Mar 2022 – Dec 2022

- Blog do Emprego chatbot: more than 4,500 people helped without involving support
- In-app communication (Beamer) with 700K to 2 million views per post and 88% satisfaction

Mid-level Inbound Marketing Analyst · B2B

Nov 2020 – Feb 2022

- Automations and nurturing at every stage of the funnel in HubSpot, with A/B tests and performance analysis

SUPERA Ginástica para o Cérebro · Education franchise network

Mid-level Digital Marketing Analyst Nov 2019 – Nov 2020

- Built the franchisor's inbound: leads from 1,385 to 10,788 per month (+679%), and enrollments from inbound overtook those from paid media
- Implemented the marketing CRM (RD Station), automation flows and lead scoring

2013 – 2019: agency (Arriba! Marketing, content coordinator), performance media consulting (OGS Saúde) and an early career in creative and design.

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

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

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)