Juliana Malagutti

Marketing and Technology Specialist

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SUMMARY

Nearly 10 years of experience in Marketing with a background in Graphic Design. Specialist in managing complex projects and aligning stakeholders, bridging hands-on technical expertise with end-to-end strategic management.

SKILLS

Proficient: Project Management, AI Prompting, AI powered-tools, Strategic Marketing, Data Analysis, CRM Management, Marketing Automation, Performance Marketing, Digital Campaigns, Team Leadership, Stakeholder Management, Content Strategy, Omnichannel Planning, Lead Generation, Conversion Funnel Optimization, Reporting & Dashboards, A/B Testing.

PROFESSIONAL EXPERIENCE

Marketing Automation Specialist
WEX Inc, Maine, U.S - Remote
11/2025 to Present
Core Responsibilities:
- Serve as a strategic Product Owner bridging business stakeholders and technical teams, translating customer experience (CX) goals into technical specifications.
- Design complex Salesforce Marketing Cloud automation architectures to build scalable customer journeys with dynamic emails across 50+ distinct brands.
- Champion AI adoption by developing proprietary efficiency and QA tools, streamlining delivery cycles and quality validation processes.
- Achieved a +60% year-over-year (YoY) increase in project delivery volume by eliminating bottlenecks and refining operational workflows.
- Manage cross-functional alignment, risk mitigation, and end-to-end technical execution of marketing automation projects from concept to deployment.

Senior Marketing and Technology Analyst
Na Prática, São Paulo, BR - Hybrid
11/2024 to 11/2025
Core Responsibilities:
- Spearheaded the integration of key platforms (Salesforce, Marketing Cloud, Circle) to support a new business unit spun out from the parent company.
- Designed standard operating procedures (SOPs) and efficiency projects to unify cross-functional operations across technology, marketing, and sales.

- Deployed AI-driven automation tools (including GPT Maker) for intelligent auto-messaging and automated follow-up sequences.
- Managed multi-channel digital acquisition budgets across Google, LinkedIn, and Meta platforms, focusing on funnel optimization through rigorous A/B testing and social media management (Instagram, TikTok).
- Developed custom data routines and real-time business intelligence (BI) dashboards to deliver actionable analytics to stakeholders.
- Led the technical strategy and project management for transferring the Na Prática blog portal to new AWS entity, setting technical benchmarks and overseeing the portal redesign.

Senior Growth Analyst
Fundação Estudar, São Paulo, BR - Hybrid
02/2022 to 11/2024
Core Responsibilities:
Full-funnel acquisition strategist integrating data, creativity, and performance to scale impact.
- Designed and executed growth strategies across paid and organic channels: Meta Ads, Google Ads, SEO, email marketing, influencers, and referral programs
- Managed key Web Analytics tools (GA4, Tag Manager, Looker Studio)
- Developed and ran high-impact A/B tests and experiments
- Led cross-functional projects focused on lead generation and conversion
- Delivered performance analysis to guide strategic, data-informed decisions
- Strong T-shaped profile, combining technical depth with strategic and cross-functional collaboration

Head of Marketing
Dog King, São Paulo, BR
08/2021 to 01/2022
Core Responsibilities:
Senior leadership at one of Brazil's largest hot dog franchise network, with over 50 stores across 5 states:
- Led a multidisciplinary marketing team across brand and growth efforts
- Developed national and local campaigns
- Mentored and supported franchisees in implementing localized marketing strategies
- Designed brand expansion and positioning initiatives
- Oversaw paid media and BI with focus on network growth and customer retention

Marketing Manager
Dog King, Londrina - PR, BR
02/2021 to 08/2021
Core Responsibilities:
Led omnichannel marketing strategies for both the franchisor and its entire franchise network, ensuring brand consistency, strategic alignment, and operational efficiency.
- Simultaneously managed a portfolio of franchisees, prioritizing standardization and communication excellence
- Created scalable branding, lead generation, and sales campaigns
- Educated the franchise network in digital marketing, brand positioning, and operational best practices

- Developed and optimized high-ticket lead generation and qualification strategies via email campaigns, remarketing, and inbound
- Conducted funnel analysis to identify drop-offs and improve conversion rates
- Managed paid media across Meta, Google, and LinkedIn, adapting segmentation to local and national audiences
- Oversaw institutional and local social media to ensure cohesive brand presence
- Built dashboards and BI reports to support strategic, data-informed decisions

EDUCATION

Graphic Design
UNIFIL, Londrina - PR, Brazil
2018 - 2020

LANGUAGES

Portuguese: Native
English: Fluent