PEDRO MARZAGAO

COVER LETTER

I am passionate about Content Marketing, Demand Generation, and Data Analytics. With over 15 years of experience spanning three countries (UK, Ireland, and Portugal), I have a proven track record in effectively building from scratch, developing and leading stand-out teams, growing Marketing operations in both B2B SaaS and B2B environments, as well as planning, delivering and measuring the performance of integrated, multi-channel, customer-centric Marketing programs.

Am a true believer in content marketing and am an advocate of reaping the benefits it can bring to B2B businesses when done right. In total, I've launched 4 content portals that have accumulated 800.000 visitors during the time I've managed them.

Am an agile Growth Marketer and Lead Generation/Conversion Specialist with sharp analytical skills and a geeky obsession for data and business analytics, particularly its predictive and prescriptive applications. My solid commercial acumen and general business background give me a well-rounded, atypical blend of skills and keep me focused on pipeline revenue generation, ROI, and customer engagement.

I constantly think positively, creatively, and critically to improve processes and deliver solutions to current and foreseeable problems. My international experience has gifted me with adaptability, perspective, empathy, resilience, and cultural and emotional intelligence.

I thrive in high-growth, fast-changing environments, where I can have the opportunity to shape teams and strategies cross-functionally (aligning Marketing and Sales, Product, and Customer Success) and make a visible impact on business outcomes and people.

CONTACT DETAILS

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Lisbon, Portugal

PEDRO MARZAGAO

ONE PAGER

EDUCATION

2022
Reforge
Growth Series

2018
Le Wagon
9-week Developer Bootcamp

2011
Dublin Business School
Project Management Diploma

2007-2008
ISCTE Business School
MBA

2004-2007
ISCTE
Bachelor Degree in Business

LANGUAGES

WORK EXPERIENCE

2021-Present day in Layer Software GmbH
Growth Marketing Lead

2019 - 2021 in Cleverclip
Chief Marketing Officer

2016 - 2018 in OlaMobile
Head of Digital

2015 - 2016 in Uniplaces
Head of Supply Marketing

2013 - 2015 in Google
Senior DoubleClick Solutions Consultant

2010 - 2013 in Google
Online Marketing Manager & Senior Account Director

2018 - 2010 in Danone
Trade Marketing Analyst

2007 - 2008 in Capgemini
Strategy Consultant

OTHER EXPERIENCE

2019 in Nikabot
Growth Advisor

2018 in Boords
Marketing Advisor

2018 in The Movement Athlete
Marketing Advisor

2018 in AdBirds
Ad Consultant

At Google (siderole)
Revenue Development Lead

At Google (siderole)
Global Email Automation Lead

At Google (siderole)
Sales Biz Awards Coordinator

At Google (siderole)
Scalable Solutions EMEA

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PEDRO MARZAGAO

EDUCATION & WORK

EDUCATION

2022

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Bachelor Degree in Business

LANGUAGES

WORK EXPERIENCE

2021-Present day in Layer Software GmbH

Growth Marketing Lead

Responsible for increasing the number of users actively using the Layer platform via Performance campaigns and Content loops.

more detail >

2019 - 2021 in Cleverclip

Chief Marketing Officer

Set up Marketing operations with a special focus on Demand generation via Performance and Content initiatives.

more detail >

2016 - 2018 in OlaMobile

Head of Digital

Grow and lead a marketing team of 10. Responsible for Marketing operations under 1 umbrella and 3 sub-brands.

more detail >

2015 - 2016 in Uniplaces

Head of Supply Marketing

Set up and develop online and offline Marketing operations from scratch for the supply side of the marketplace.

more detail >

2013 - 2015 in Google

Senior DoubleClick Solutions Consultant

Expand agency use of the Doubleclick suite products by optimizing agency clients' accounts efficacy and efficiency.

more detail >

2010 - 2013 in Google

Online Marketing Manager & Senior Account Director

Prospect for new clients, manage, expand client portfolio and provide strategic online advertising advice to Google Ads clients.

more detail >

PEDRO MARZAGAO

EXPERIENCE

MOST PROUD OF

- Growing a Marketing team of 10 from scratch
- 4 Content Portals & over 3.000.000 readers
- #2 Product Hunt Product of The Day
- #1 Prize in Best Mobile Affiliate Blog for Mobidea Academy
- 5 websites launched
- 2 Re-Brands

2018 - 2010 in Danone

Trade Marketing Analyst

Collect and analyze data on customers and competitors to identify potential markets and factors affecting product demand.

2007 - 2008 in Capgemini

Strategy Consultant

Gather and organize information on problems or procedures, evaluate the impact and provide internal recommendations.

OTHER EXPERIENCE

2019 in Nikabot

Growth Advisor

Work in accordance with the jobdesk provided by the company, and work on all client needs.

2018 in AdBirds

Ad Consultant

Work in accordance with the jobdesk provided by the company, and work on all client needs.

2018 in Boords

Marketing Advisor

Work in accordance with the jobdesk provided by the company, and work on all client needs.

2018 in The Movement Athlete

Marketing Advisor

Work in accordance with the jobdesk provided by the company, and work on all client needs.

2014 in Beta-I

Startup Mentor

Work in accordance with the jobdesk provided by the company, and work on all client needs.

PEDRO MARZAGAO

TOOLKIT AND SKILL SET

PAID CHANNELS

- Facebook + Instagram + Messenger
- Google + Youtube
- LinkedIn
- Twitter
- Bing
- Xing
- Outbrain
- AdRoll

PRODUCT ANALYTICS

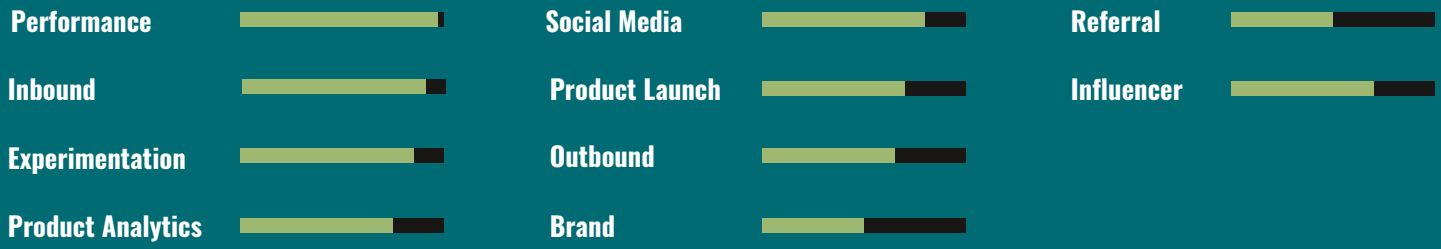
- Mixpanel
- Google Tag Manager
- Google Data Studio
- Google Analytics 360 + GA4
- Hotjar

MARKETING AUTOMATION

- Hubspot
- Pipedrive
- Active Campaign
- Intercom / Continually / Olark
- Mailchimp
- Salesforce
- Marketo
- Zapier / IFTT / GetVero
- Buffer

CRO

- Unbounce / Leadpages / Wix
- Sumo
- Userpilot
- CrazyEgg
- Google Optimise



Campaign #1

Layer is a web app and Google Sheets add-on that works on top of existing Excel files and Google Sheets. Layer is targeted at FP&A users and Startup CFOs.

Challenge and objective:

Officially launch Layer from Beta stage, get 50 new signups, 10 new activations, and increase signup levels over the following months by 30%. We had less than $1000 to use, so we had to be scrappy.

Solution:

Layer never had a Product Hunt release. Considering our startup finance audience we could see some overlap if we were able to convince the tech founders and influencers in the space.

A thoughtful plan was crafted leaving nothing to chance. We had a 24h plan with initiatives every 30 minutes (some sleep included).

Results:

We ended up as #2 Product of the Day, 210 signups over the following 5 days and an uplift of 25% in monthly signups unfortunately due to unexpected budget cuts.

Campaign #2

Mobidea is an Affiliate Network, rev.share business model, focused on mobile subscriptions and app installs strongly connected with adult industry.

Challenge and objective:

Over 80% of the business clients are online, however, the business doesn't have a clear online strategy. Establish the brand's online presence and set up new acquisition channels to increase revenue by 30% over 18M.

Solution:

Defined target audience and personas, rebranded the concept to a music-driven brand and communication which related strongly with the audience we had.

Created brand and content guidelines and developed a full content strategy focused on affiliate education and community engagement. Launched a referral program and a fully automated set of onboarding and activation email sequences together with a tiered segmentation, CRM implementation, and FAQ launch.

Results:

of acquired customers increased by over 70% and overall revenue churn reduced by over 40%. Overall revenue increased above 40% with the same sales structure.

Campaign #3

Boords is a B2B SaaS storyboarding platform for animators and creative studios that operates in a freemium model.

Challenge and objective:

Creative studios account for around 50% of revenue and 20% of overall paying accounts. They also mostly subscribe to annual plans. Freelance animators are monthly subscribers that churn at around 10%. Overall churn touched 8%. The objective is to reduce churn to 5% in 3 months.

Solution:

Optimize the bottom of the funnel and reduce freelancer animators' CAC with marketing automation. Mapped all of the customer journey, defined and calculated time to aha-moment. Introduced product and email sequences for onboarding and activation. Integrated Pipedrive, Drip, and Intercom and developed a lead scoring system with different email sequences based on the overall score.

Results:

Churn dropped to 4.5% in 2 months, CAC reduced as well due to scale savings with automation, so overall CAC/LTV improved as well more than expected.

Campaign #4

Mobidea is an Affiliate Network, rev.share business model, focused on mobile subscriptions and app installs strongly connected with adult industry.

Challenge and objective:

Vertical diversity is minimal with over 85% of revenue in adult verticals. We are introducing new verticals and want to not only change public perception but also diversify revenue. Achieve at least 25% revenue diversification in 4 months.

Solution:

Focus blog content produced in new verticals - includes interviews with industry influencers and a regular newsletter column for optimization tips.

Ran contests on social media promoting higher rev. shares in these new verticals introduced a referral scheme with a bonus for new users who promote these new verticals, published a new landing page to address new vertical promo messaging, and developed a new social strategy focused on UGC around results after promoting such verticals.

Results:

After 4 months, revenue on adult verticals dropped to around a 70% share, 4 new verticals were introduced and over 15 new blog posts covered these. 40% of blog visitors were new users, an increase of over 25p.p.

Campaign #5

Mobidea is an Affiliate Network, rev.share business model, focused on mobile subscriptions and app installs strongly connected with adult industry.

Challenge and objective:

Launch a new product feature - affiliate tracker. Get over 10% of the 140.000 user base opting in to this feature and increase MOM revenue for this cohort by over 15% in 4 months.

Solution:

Developed a dedicated landing page with a video interview to the founder. Launched a contest for the best public independent review of the new feature around the main 4 industry user forums. Involved the support team in creating and maintaining over 20 new FAQ articles. Launched a chatbot to address main issues on the spot. Implemented an onboarding email sequence and proper activation sequences based on lead scoring. Leveraged content partnerships and syndicated 5 articles as well as content into 3 newsletters. Implemented in-platform no friction adoption CTA sticky bar as published blog 9 articles on the topic.

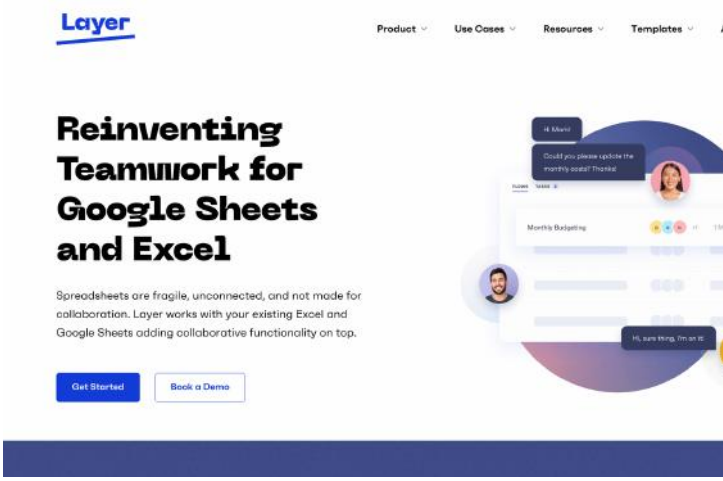
Results:

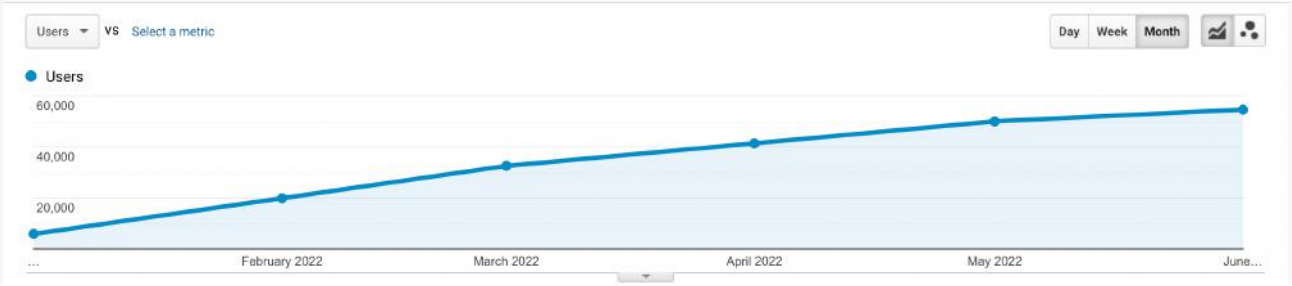
After 4 months, over 25% of the user base had opted in, and around 60% of which were considered active. New customers were increasing at a rate of 2% MOM before the feature launch, topping 7% in the month of the launch. Overall cohort revenue after 4 months increased 17% when compared to users not using the feature.

Websites Launched

Layer

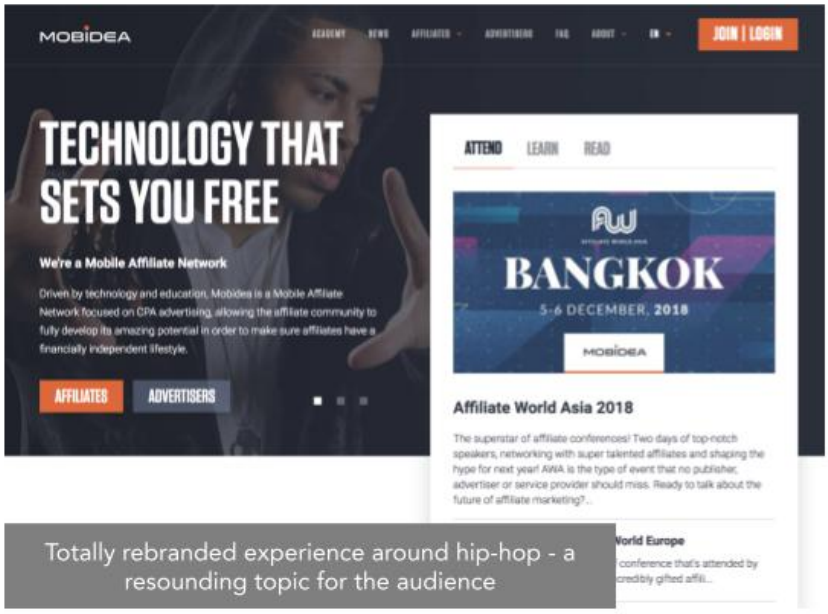
- Gatsby headless frontend
- Product feature pages
- 25 Use Case pages (6 main use cases + 3/4 sub use case pages)
- Intralinking to blog resources
- Fully Mobile + SEO optimised
- Scalable, editable and replicable.
- Backlink strategy with outreach in place



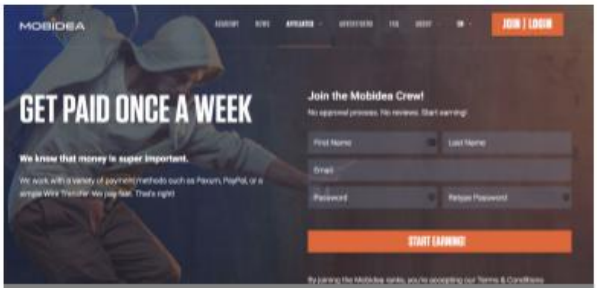


Websites Launched

Mobidea

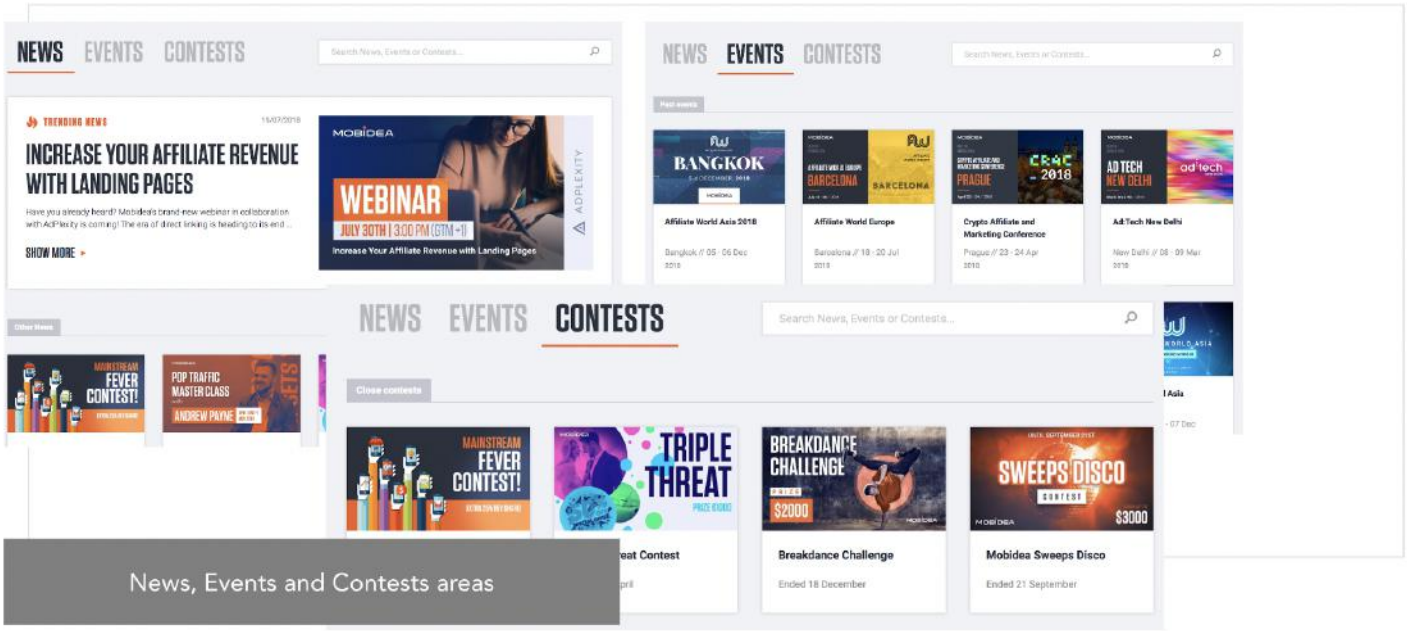


Totally rebranded experience around hip-hop - a resounding topic for the audience



Dedicated affiliates landing with user segmentation flow and contact form

Dedicated advertisers landing

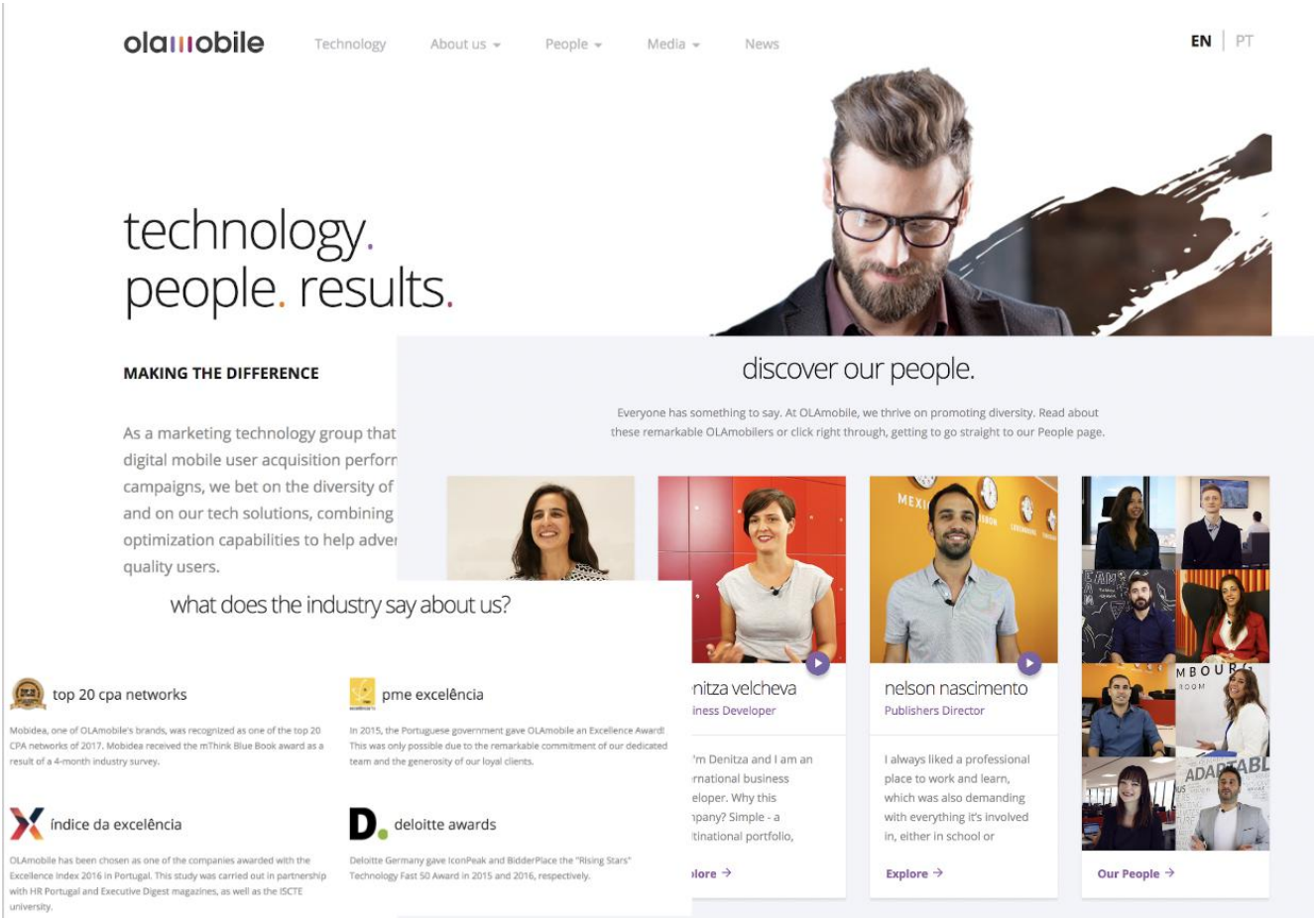


News, Events and Contests areas

Websites Launched

OlaMobile

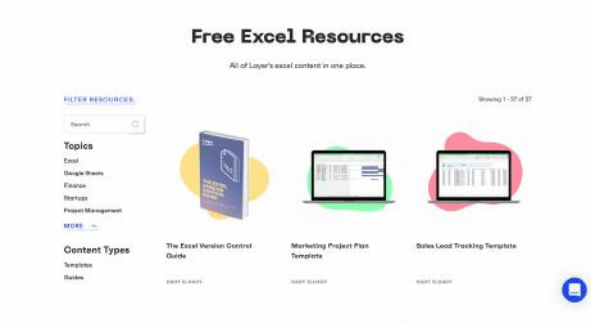
- New corporate umbrella website.
- Complete rebrand with brand guidelines definition, new website, and new logo.
- Focus on people, technology and results.

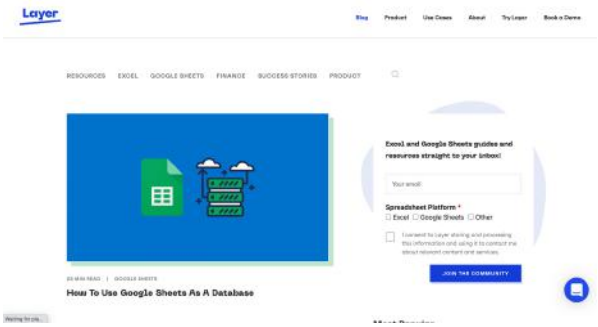


Content Portals Launched

Layer Blog

- CraftCMS
- 3/4 articles per week written by 1 external agency.
- Customer success stories section
- Article categories
- Recommendation sections based on popularity and reader profile.
- SEO briefs are provided for each article.
- Personalised content email nurturing sequences.
- Planned TOF/MOF/BOF content.

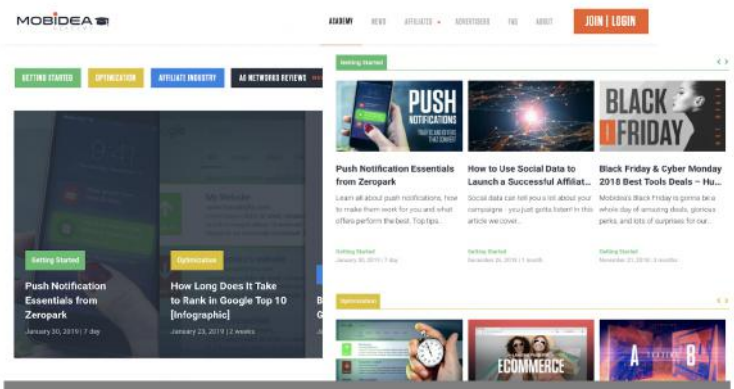




Content Portals Launched

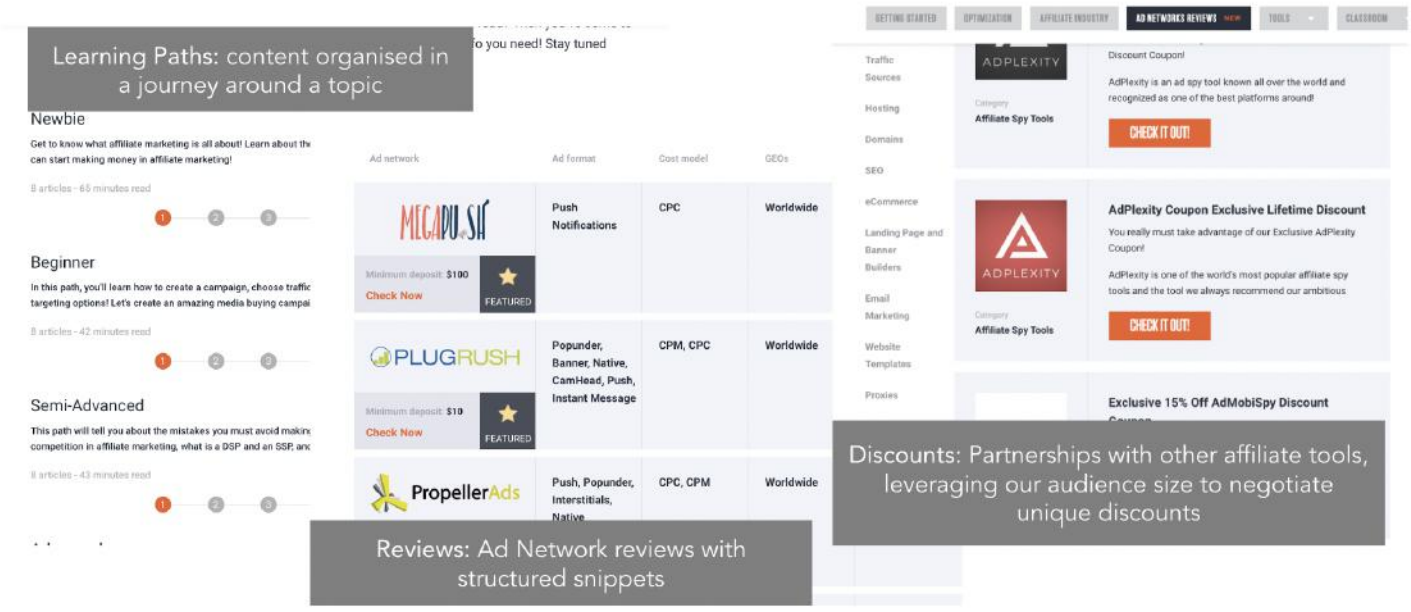
Mobidea Academy

- Over 50.000 visitors a month after 7 months
- Accounted for over 80% of leadgen efforts for Mobidea
- Affiliate deals in Discounts on partner tools brought extra 4k in revenue monthly after 3 months.



Category segmentation according to industry topics gave each article extra visibility with pinned functionality and a randomiser algorithm.

- Learning paths brought 60% more traffic to content older than 2 months.
- Ad Network reviews as an SEO bet, drove 30% of portal visits
- Affiliate partnerships with industry tools resulted in wider reach and an increase of over 20% on the overall portal traffic.



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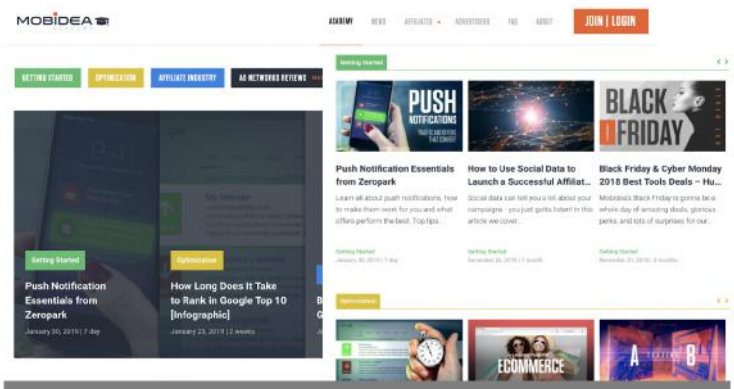

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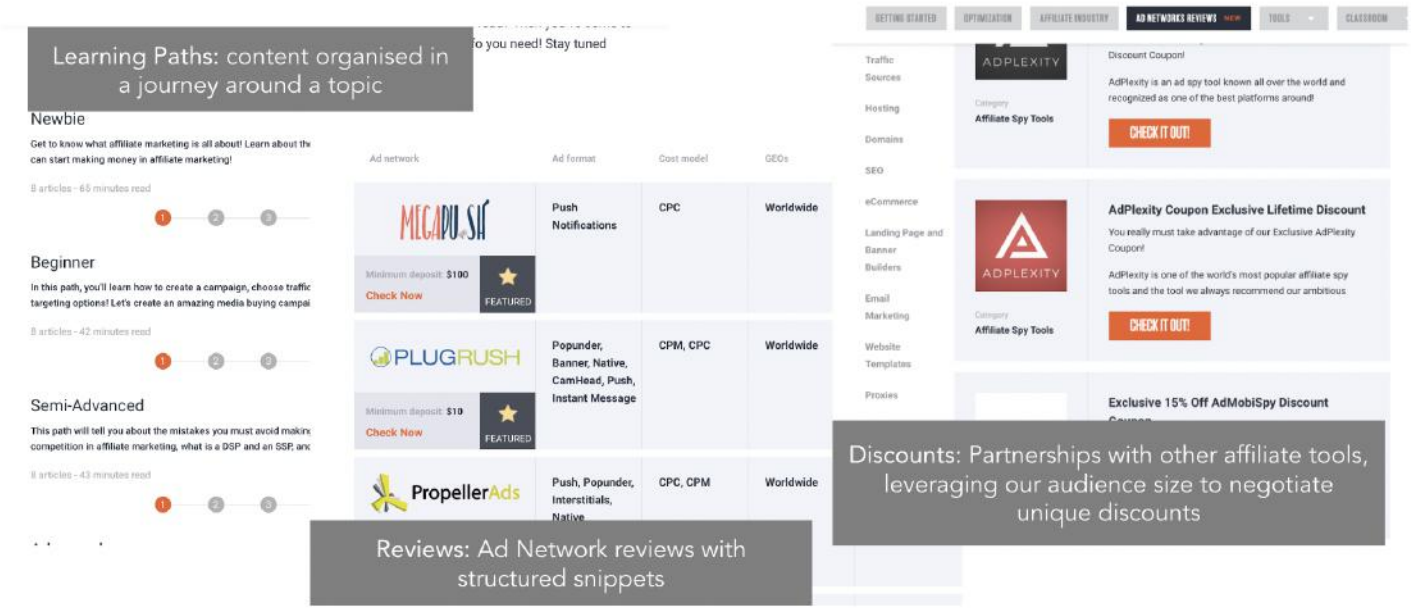

Role Detail

Growth Marketing Lead at Layer

Website

Layer is a B2B SaaS Web & GSuite extension for FP&A managers and Startup CFOs

As a Growth Marketing Lead at Layer, I'm responsible for increasing the number of users actively using the Layer platform. Currently with a special focus on the acquisition front via both Performance and Content experiments and initiatives.

- Rescoped and coordinated the launch of a new website and content platform.
- Set the ground strategy for content efforts for which we are currently bringing in over 30k visitors per month just after a couple of months of being live with several keywords hitting first page results on Google.
- Set up Hubspot as our CRM and automated email sequences for personalized nurturing, activation, and churn prevention.
- Brought Layer out of the Beta stage and led the initial waitlist efforts for the launch of the Layer Google Sheets extension.

Role Detail

Chief Marketing Officer at Cleverclip

Website

Cleverclip is a B2B Creative Agency that helps businesses explain the complex topics that come up when launching a new product, changing an internal process, or communicating live with an audience.

Responsible for positioning the business as a premium reference for explainer videos, acquiring new B2B clients in Switzerland and aim at international growth in Germany and France.

- B2B Lead generation through paid (LinkedIn, Facebook, Google Ads) and organic channels (SEO).
- CRM Optimisation and automation.
- Email Marketing automation (onboarding + activation).
- Ensure consistent brand positioning in marketing and sales materials.
- Coordinating website re-engineering and redesign.
- Planning, launching, and coordinating our content portal (Cleverclip Blog).
- Established Marketing partnerships with other agencies and vertical businesses.
- SEO reputation management in domain migration from .ch to .com

Role Detail

Head of Digital at OlaMobile

Website Mobidea Website Iconpeak Website

Olamobile is an umbrella brand that holds both Mobidea and IconPeak, mobile performance networks with over €50M in revenue, operating globally.

- Set up and developed multiple acquisition channels, from AdWords, to Facebook, LinkedIn, Quora and online industry communities.
- Projected, coordinated the development and launched 3 full websites for Olamobile brands (Mobidea, Olamobile, IconPeak).
- Rebranding of Mobidea and OLAmobile brands and establishing internal communication as well as brand guidelines across the company,
- Developed the go-to strategy for several of Mobidea's feature launches.
- Revamped the company blog into a 3-article-a-week and 50k visitors content portal (Mobidea Academy), responsible for over 80% of the business leads. Developed all content sourcing, email marketing, social media, and influencer relationship processes.
- Responsible for managing a €1M/year Marketing budget for both online and offline initiatives.
- Fully revamped all the 3 company websites.
- Led a Growth team focused on improving the top and bottom of funnel efficiency for Mobidea.

Role Detail

Supply Marketing Manager at Uniplaces

Website

Uniplaces is a student accommodation marketplace bringing landlords and students together. It operates in a similar fashion to Airbnb.

- Led the implementation of Salesforce for landlord sales.
- Collected the requirements and hired an external agency to develop a self-registration platform and a content portal to push the acquisition and engagement channels a step further, optimizing the overall funnel efficiency at the acquisition level, and reducing overall CAC by 80%.
- Activated Uniplaces brand across different markets with online and offline initiatives such as guerrilla marketing, flyer distribution, PR, and local industry event presence.
- Ensured proper lead qualification and sales funnel optimization with lead scoring and email automation for assigning leads to sales reps.
- Launched, tested, killed, or developed several online channels for acquisition, activation, and retention (direct PPC and social media campaigns, direct ad buy, website scraping, affiliate marketing, and remarketing).

Role Detail

Demand Generation DoubleClick Consultant at Google

Website

DoubleClick Digital Marketing (DDM) is an integrated ad technology platform that enables advertisers to more effectively create, manage and grow high-impact digital marketing campaigns.

- Scoped and collected customer requirements from a portfolio of Top Tier agency clients such as Havas and Aegis UK, providing guidance on best practices and how to best apply technology and product knowledge to address each customer's business and technology needs.
- Responsible for the implementation of several Doubleclick advertising solutions (DS, DCM) for a portfolio of agency clients.
- Weekly client visits for regular campaign performance monitoring.
- Monthly client-site training sessions for new feature launches and implementation on client portfolios.
- Partnered with cross-functional teams including General Support, Escalation Management, Sales, and Engineering and provide two-way communication and collaboration on monthly product release cycles and customer-centric product development.
- Coordinated a team of 5 customer support representatives responsible for 1st contact with the client.

Role Detail

Demand Generation AdWords Consultant at Google

Website

Google Ads (previously AdWords) is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users.

- Responsible for securing AdWords individual and advertising agency clients and supporting them on their business strategy, pitching opportunities, and giving them the necessary guidance through product usage in order to track and self-maximize their revenue.
- Further develop clients' comprehensive, global PPC campaigns with a significant annual budget; conduct comprehensive keyword research; write compelling ad copy; compile campaign reports. The quarter client portfolio comprised around 400 different accounts.
- Responsible for handling Google Analytics clients and for optimizing their usage of the product according to their advertising and online strategy. Points per account above target (137%) and adoption rate on 77% (target 50%).
- Pod leads on vertical analysis of 3 markets. Coordinated accounts categorization by industry, tiered by revenue and feature adoption. Created an actionable quarterly plan to reach out to the top 20% of clients of each vertical and ensure accounts optimization aiming at 30% budget increase YoY.