

Danilo Campos Espeleta

CRM & Lifecycle Marketing Analyst | Associate Product Manager

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SUMMARY

CRM and lifecycle analyst focused on diagnosing customer journey and data quality problems, prioritizing improvements, and coordinating delivery across technology, UX, content, and business teams. Experience in customer journey mapping, audience segmentation, marketing automation, A/B testing, and. Adaptable and collaborative professional, capable of managing multiple priorities in dynamic and high-volume environments.

SKILLS

Customer journey mapping · Stakeholder communication · Problem framing and prioritization · Customer and campaign data interpretation · Cross-functional coordination · Experiment monitoring · CRM data quality and segmentation · Scrum foundations (Awari coursework)

Tools used professionally: RD Station, Mautic, Mailchimp, Power BI, Google Sheets, Google Analytics, WordPress, n8n.

EXPERIENCE

CRM & Lifecycle Marketing Analyst — Fênix Educação

São Paulo, Brazil · July 2024 – present

- Diagnosed gaps in lead data quality, naming, tagging, UTM tracking, and journey visibility; prioritized CRM cleanup and segmentation before other improvements.
- Designed and ran a four-email thematic reengagement flow across the full lead base as part of cleanup and segmentation. The resulting selection kept 19% of the base in active CRM/nurture.
- Identified that the first CTA on a course landing page appeared only after testimonials. Proposed moving it immediately after the section addressing the visitor's first pain point; partnered with UX and the site team to release the change. CTA clicks and form submissions increased in a before/after comparison while other page changes were also underway.
- Coordinated with technology, UX, pedagogy, copy, and content colleagues on landing-page and communication improvements. Worked with technology to investigate layout and lead-source visibility.
- Built reporting routines and Power BI dashboards for capture, engagement, and conversion metrics to support CRM campaign decisions.

Strategic Partnerships Analyst — Legião da Boa Vontade (LBV)

São Paulo, Brazil · April 2020 – June 2024

- Coordinated co-branded campaigns with external partners, talent representatives, and internal creative teams; translated stakeholder needs into campaign plans and delivery requirements.
- Defined partner-level performance indicators and reviewed audience reach and engagement to inform future partnership decisions.

Communications & Branding Manager — Monchu Agenciamento, Editora e Eventos

São Paulo, Brazil · March 2016 – April 2019

- Connected ticketing data with Google Sheets and Mailchimp to build audience segments and support recurring-event communication.
- Used ticket validation and audience arrival/departure patterns to inform event scheduling decisions with the operations team.

EDUCATION

BA in Portuguese and English Language and Literature — Pontifícia Universidade Católica de São Paulo (PUC-SP), 2015

Professional Scrum Product Owner — Awari (course)

Portuguese: native · English: advanced