

Isabela Lima

GTM Strategy · Positioning · Lifecycle Marketing · Revenue

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Rio de Janeiro, Brazil · Open to worldwide remote · Brazilian and EU citizen · Available as contractor globally

PROFILE

GTM strategist and lifecycle architect who connects marketing execution directly to pipeline and ARR. 10+ years building positioning frameworks, onboarding programs, and revenue-connected marketing systems across B2B SaaS, e-commerce, and consumer tech in the US, Brazil, LATAM, and Europe. I don't wait for briefs. I identify what needs to be done and build it. AI-native: Claude, Perplexity, CrewAI, and Lovable are part of my daily workflow. Quadrilingual: Portuguese (native), English (fluent), French and Spanish (advanced).

CERTIFICATIONS

Product Marketing Certified: Core (PMMC)	Product Marketing Alliance · 2026
Revenue Operations Certified	HubSpot Academy · 2026
Klaviyo Practitioner	Klaviyo Academy · 2026
Brand Strategy and Planning	Miami Ad School Brasil · 2019
Unleash: Market Strategy	Sandbox Escola de Estrategia · 2019
Digital Marketing	Digital House Brasil · 2019

EXPERIENCE

Head of Marketing

FocusEconomics

Barcelona, Spain Oct 2023 - Dec 2024 B2B SaaS + DaaS Global Team of 5

Full ownership of the marketing function for a 25-year-old global B2B data company serving financial institutions, governments, and corporations across 100+ countries.

- Built the company's first complete positioning and messaging framework, creating the foundation for consistent GTM execution across all markets and channels.
- Designed and implemented end-to-end lead grading and scoring system in Pardot and Salesforce, defining MQL and SAL criteria jointly with sales and improving pipeline visibility.
- Led GTM strategy and launch for the company's first internally developed product: ICP definition, positioning, messaging framework, and activation sequence.
- Managed SEO/SEM and web development agencies, contributing to 20% website traffic growth in H1 2024.
- Produced 10+ sales enablement materials aligned with repositioned brand strategy, directly supporting commercial team outreach.
- Led and mentored international team of 5 across brand, content, design, and digital marketing.

Result: Retention improved from 80% to 88% through lifecycle and positioning interventions, protecting approximately \$160K ARR.

Product Marketing & Brand Lead

Porto Seguro / Olho Magico

Sao Paulo, Brazil Oct 2021 - Apr 2023 SaaS startup Porto Seguro Group

Built and owned all marketing for a new SaaS product from zero: positioning, brand, lifecycle, GTM strategy, and launch.

- Defined brand positioning, tone of voice, and GTM strategy for a product entering a competitive market with no existing brand equity.
- Designed and executed the full lifecycle and email marketing program from zero: welcome journeys, behavioral triggers, drip campaigns, and re-engagement flows.
- Led product discovery alongside the PM team: user research, pain point mapping, translating findings into GTM priorities.
- Managed product launch through beta and post-launch, coordinating messaging across all owned channels.

- Led SEO and content strategy as long-term acquisition and awareness levers.

Result: 600% organic audience growth in 6 months, building brand awareness and lifecycle infrastructure from scratch.

Brand & Marketing Strategist

Grupo Trigo

Rio de Janeiro, Brazil Apr 2019 - Oct 2021 Food & restaurant holding Brands: Gurume, Spoleto, LeBonTon

Led brand strategy and integrated campaign execution across three distinct consumer brands simultaneously.

- Developed brand positioning, identity, tone of voice, and campaign strategy for each brand independently.
- Managed external agencies, photoshoot production, packaging, and offline materials ensuring brand consistency.
- Led consumer research and market analysis to inform strategy and campaign direction.

Result: Gurume campaign: 15% YoY sales increase. LeBonTon: 80% organic social growth in 6 months. Spoleto: 5% consistent monthly sales uplift.

CRM & Lifecycle Marketing Analyst

B2W Digital / Americanas Group

Rio de Janeiro, Brazil Jul 2015 - Aug 2016 E-commerce Latin America

Owned CRM and email marketing strategy for one of Latin America's largest e-commerce platforms.

- Managed end-to-end lifecycle campaigns for credit card acquisition across a base of approximately 500K users.
- Achieved open rates of up to 25% and CTRs of 3-5% through behavioral segmentation and A/B testing.
- Collaborated cross-functionally with product, design, and data teams to map and improve customer journeys.

Digital Media & Campaign Manager

Binder Agency

Rio de Janeiro, Brazil Jun 2018 - Apr 2019 Advertising agency Clients: General Motors, Record TV

- Developed integrated campaign strategies for national enterprise clients.
- Managed paid media across Google, Facebook, and Programmatic.

Result: Won national public tender with a 10/10 media and brand plan.

SKILLS & STACK

GTM & Positioning	Go-to-market strategy, product positioning, messaging frameworks, sales enablement, competitive analysis, ICP definition, category design
Lifecycle & CRM	Lifecycle strategy, onboarding programs, behavioral triggers, segmentation, A/B testing, PQL modeling, ARR-connected KPI frameworks
Marketing Technology	Salesforce, Pardot, HubSpot, Klaviyo, GA4, Amplitude, SQL
AI as Leverage	Claude, Perplexity, CrewAI, Lovable
Project & Collaboration	Notion, Jira, Asana, Monday.com, Figma, Google Workspace
Languages	Portuguese (native), English (fluent), French (advanced), Spanish (advanced)

EDUCATION

BA in Social Communications / Advertising

PUC-Rio, Rio de Janeiro · 2010-2014

Post-graduation in Digital Visual Communications & UX

INFNET Institute, Rio de Janeiro · 2016-2018

Academic Exchange in Communications

Universite Charles de Gaulle, Lille, France · 2012-2013