

Rafael Bento

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SUMMARY

Highly accomplished Global Marketing Leader with 10+ years of experience driving substantial revenue growth (250%+) and ROI (>750%) across 22+ international markets. Proven ability to build and scale marketing functions from scratch, leading high-performing teams and executing data-driven, full-funnel strategies. Expertise in Paid Advertising (Meta/Google), Content Strategy (\$MM Revenue Generation), Email Automation (Marketo Advanced), Marketing Operations, and CRM (Salesforce Advanced) to achieve significant business impact.

EXPERIENCE

Global Marketing Strategist & Regional Marketing Manager – LATAM (concurrent roles)

Crimson Education

August 2023 – March 2025, Remote

- Partnered directly with the SVP Marketing to architect and implement a new global/local marketing organizational structure across 22 diverse markets, defining strategic guidelines, establishing regional marketing manager roles, and enabling vastly improved full-funnel marketing discipline. Led Global Campaign Strategy and execution for 12+ high-impact worldwide marketing campaigns, generating \$3.3M+ revenue (271% YoY growth) in FY24 and \$2.8M in FY25 (YTD Jan). Developed global strategic marketing/sales approach maximizing ROI across 22 markets.
- Revamped the Crimson Chronicle newsletter (Email Marketing Strategy), increasing attributed revenue by 501% (FY24: \$1.7M, FY25: \$631K YTD) at zero cost; became highest-ROI nurturing channel and a company-wide email marketing successful initiative. ([Portfolio: Newsletter Transformation](#)).
- Developed 8 comprehensive "ultimate guides" (\$5M+ attributed revenue over 2 years), establishing authoritative Content Marketing resources and enhancing Lead Nurturing. ([Portfolio: Strategic Content Marketing: 'Ultimate Guides'](#)).
- Oversaw LATAM marketing (Brazil & Mexico), leading teams to achieve 150% Revenue Growth with Return on Investment (ROI) >750% through optimized multi-channel strategies.
- Directed LATAM Paid Advertising (Meta Ads, Google Ads), achieving +120% CTR (FY24) & +55% (FY25) with CPL <20% of market average while maintaining budget efficiency.
- Led execution of 60+ regional events (online/in-person), generating \$1M+ revenue and 6,000+ leads.

Global Marketing Operations Manager

Crimson Education

August 2022 – July 2023, Remote

- Led Global Marketing Operations, training and aligning 100+ marketers across 22 countries to optimize marketing/event execution. Increased global webinar attendance by 50% and consultation requests by 64%. ([Portfolio: Streamlining Global Marketing Operations](#)).
- Implemented and managed standardized global KPI tracking systems, integrating marketing (Marketo) and sales (Salesforce) data to provide a unified view of funnel performance, campaign effectiveness, and ROI.
- Analyzed marketing performance data across 22 markets (using Salesforce, Marketo, GA) to measure campaign effectiveness, understand customer journeys, and refine global/regional strategies for lead generation and conversion optimization.
- Developed a centralized speaker dashboard (Airtable), onboarding 50+ new speakers (total 70+) and improving sourcing efficiency by 500%.
- Implemented standardized Global KPIs and tracking systems (Salesforce, Marketo), enabling data-driven decision-making and marketing spend optimization across 22 offices. Created Market Analysis dashboards. ([Portfolio: Global Marketing Analytics & Reporting System](#)).
- Led 3 regional online summits (EMEA & APAC) generating 6,700+ leads and \$1M+ revenue with exceptional ROI (1530% average).

Head of Marketing – Brazil

Crimson Education

December 2018 – July 2022, São Paulo, Brazil (Hybrid)

- Built Crimson Brazil's marketing function from scratch (Market Entry & Scaling), establishing the company as a top 3 industry player; achieved 250%+ Revenue Growth over 3 years, leading to global promotions. ([Portfolio: The Strategic Marketing Build of Crimson Education Brazil](#)).
- Developed and executed a profitable Multi-channel Strategy (Content, Social, Paid, Events, Referrals, Localization), maintaining a balanced revenue mix (30% Organic, 30% Paid, 40% Referral).
- Drove 50% of lead generation and 35% of total revenue via high-performing Paid Digital Campaigns (META & Google Ads), personally managing end-to-end execution and optimizing CPL, CTR, and ROI.
- Led high-impact Content Marketing & SEO initiatives; produced 40+ ebooks/case studies tailored to Brazil, generated 10K+ leads/\$300K revenue via digital quizzes, achieved top SEO rankings, and grew Social Media presence exponentially (0 to 52K+ followers).
- Oversaw production of video/photo assets ensuring alignment with brand narrative and communication goals. ([Portfolio: Creative Direction & Execution](#)).
- Developed and managed a high-impact referral program generating 30-40% of annual revenue, leveraging success stories for sustainable growth.

Marketing Coordinator

Daqui Pra Fora

June 2016 – November 2018, São Paulo, Brazil

Daquiprafora is the Brazil's leading university admissions support company.

- Led all company marketing initiatives, managing Lead Generation via SEO, Paid Advertising (Facebook Ads, Google Ads), and Content Marketing.
- Designed all Marketing Materials Development (300+ brochures, banners, posts, PPTs, logos, ebooks) (Graphic Design).
- Directed Social Media Marketing strategy, growing Instagram (from 1k to 10k followers).
- Led end-to-end Event Planning and Event Management for major corporate events, including "Daquiprafrete" (600+ attendees), alumni reunions, and school fairs.
- Managed prospect databases and lead tracking using RD Station (Marketing Automation) for 6k leads.

- Maintained company website (WordPress, PHP/HTML), such as updating 100+ blog posts and 50+ page content, creating campaign landing pages, managing lead forms, design, updating meta descriptions, and fixing broken links.

Marketing Analyst

RC Trade Marketing

June 2015 – May 2016, São Paulo, Brazil

- Supported end-to-end planning and execution of trade marketing campaigns for major CPG business clients, including the flagship "Marcas Campeãs" promotion deployed across 1,086 APAS (Brazilian Supermarket Association) member stores, significantly contributing to client campaign success.
- Supported the production of corporate events, including executive networking dinners (600+ attendees) and trade partner meetings, contributing to successful event execution for the business clients.
- Oversaw social media strategy as a consultant, monitoring, content planning, and optimizing performance for client business accounts, resulting in a significant increase in Facebook followers from 2k to 45k for the Marcas Campeãs campaign.
- Served as the primary liaison between the agency, APAS, and store managers to ensure seamless statewide campaign execution, ensuring operational excellence for the business clients.
- Supported all creative production for the business clients, including visual identity development, digital assets, and promotional materials, maintaining brand consistency and impact.

Subeditor Freelance

Melhor do Vôlei

August 2008 – December 2014, Remote

- Managed and updated the website's main content, focusing on international volleyball news and ensuring timely, high-quality reporting, resulting in over 1000 news postings.
- Conducted exclusive interviews with some of the biggest names in the sport, including Olympic champion coaches Bernardinho and José Roberto Guimarães, Russian star Ekaterina Gamova, American volleyball legend Karch Kiraly, and London 2012 MVP Kim Yeon-Koung, both on-site and online.
- Contributed to the website's credibility and influence, solidifying the reputation as the leading independent volleyball news portal in the region.

Brazilian Marketing Consultant – Pottermore Launching Campaign

Pottermore Publishing

March 2011 – December 2011, Remote

- At just 19 years old, invited by J.K. Rowling's team to join the global launch campaign for Pottermore, the official digital platform for the Harry Potter universe—marking the first step into marketing before starting college in the United States.
- Recognized for early discovery of project details through "ClubedoSlugue.com", a leading Brazilian fan site, and selected as the sole Brazilian representative in the worldwide campaign among hundreds.
- Played a key role in marketing strategy and audience engagement for the Brazilian market, contributing to promotional efforts and content localization.
- Supported the official translation of 30+ campaign materials and served as the primary liaison for Brazilian fans, ensuring strong regional engagement in one of the world's largest Harry Potter communities.
- This first global marketing experience laid the foundation for a career in international marketing strategy, audience engagement, and large-scale campaign execution.

Co-Founder and Webmaster

ClubedoSlugue.com

April 2009 – December 2011, Remote

- Developed and managed "ClubedoSluguecom", a highly influential independent media channel for the Harry Potter franchise in Brazil (2008-2011).
- Achieved peak performance of 800K+ monthly visitors and over 2M monthly page views, demonstrating significant audience reach.
- Oversaw the creation and maintenance of Potterpédia, the largest Portuguese-language Harry Potter encyclopedia with 3,000+ community-contributed terms.
- Led a team of four in all aspects of website development, content creation, and large-scale audience engagement.
- Served as Webmaster, managing website development, content management, SEO, social media, and digital marketing strategies.
- Self-taught and applied skills in HTML, PHP, WordPress, SEO, design, social media, and analytics to drive content strategy and user engagement.

EDUCATION

Bachelor of Science – Business Marketing and Administration

Missouri Valley College • Missouri, USA • 2011 • 3.6

- Grade: Cum Laude

SKILLS

- **Marketing Strategy & Leadership:** Global & Regional Strategy, Market Entry & Scaling, Team Leadership & Mentorship (100+ Marketers), Budget Management, Brand Positioning, Go-to-Market Strategy, Cross-functional Collaboration.
 - **Performance Marketing & Growth:** Revenue Growth & ROI Optimization (>750%), Paid Advertising (Meta/Google Ads Expert), Data-Driven Growth, Lead Generation & Nurturing, CPL/CTR Optimization.
 - **Content & Engagement:** Content Strategy & SEO (\$MM Revenue), Email Marketing Strategy (Marketo Advanced), Social Media Strategy & Growth (0–52k+), Long-form Content Creation, Copywriting.
 - **Operations & Analytics:** Marketing Operations Management, Process Improvement, KPI Development & Tracking, Salesforce (Advanced), Marketo (Advanced), Google Analytics (Advanced), Data Analysis (Excel/Sheets Advanced), Airtable.
 - **Event Marketing:** Strategy & Management (Online/In-Person), Webinar & Summit Production (High ROI), Lead Generation through Events.
 - **Technical Proficiency:** CRM (Salesforce, Marketo Functions, RD Station), Marketing Automation (Marketo, Hubspot), Digital Ads Platforms (Meta, Google), Analytics Tools (GA, Airtable, Excel), CMS (Storyblok, WordPress), Design/Video (Adobe Suite, Canva), Web Tech (HTML, PHP).
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