

# Rafael Bento

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## GLOBAL MARKETING STRATEGY & GROWTH LEADER

### MARKETING STRATEGY & GROWTH | END-TO-END CAMPAIGN MANAGEMENT | BRAND & PERFORMANCE MARKETING

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. Seeking senior leadership roles focused on driving measurable growth.

**Industry Expertise:** Extensive background in the education and college admissions sector (US, UK, CA, EU).

### WORK EXPERIENCE

**Crimson Education | Remote / São Paulo, Brazil** (Unicorn EdTech startup, world's leading US & UK admissions consultancy)

**Global Marketing Strategist & Regional Marketing Manager – LATAM** (Concurrent Roles) | August 2023 – March 2025

*(Global Strategy Responsibilities)*

- Partnered directly with the SVP Marketing to architect and implement a new global/local marketing organizational structure across 22 diverse markets, defining strategic guidelines and establishing regional manager roles to improve full-funnel discipline.
- Led ideation, development, and execution for 12+ high-impact global marketing campaigns, generating **\$3.3M+ revenue (271% YoY growth)** in FY24 and \$2.8M in FY25 (YTD Jan), including the "10 Years of US & UK Admissions Success" sub-campaign generating \$800k attributed revenue ([Portfolio: Global Campaign Example](#)).
- Transformed the underperforming global newsletter into the highest-ROI nurturing channel (Marketo Advanced), increasing attributed revenue by **501% (\$1.7M+ FY24, \$631K+ YTD FY25)** at zero promotional cost via strategic redesign and segmentation ([Portfolio: Newsletter Transformation](#)).
- Developed and authored 8 comprehensive "Ultimate Guides" (50+ pages each), establishing authoritative content resources generating **\$5M+ attributed revenue** over 2 years and 7,000+ qualified leads ([Portfolio: Strategic Content](#)).
- Provided strategic guidance and performance reporting (spend, revenue correlation, CoM%, ROI) to the Executive Team across 22 offices using standardized analytics frameworks ([Portfolio: Global Marketing Analytics & Reporting System](#)).
- Optimized global content & asset management (500+ assets) via centralized Airtable dashboards, enhancing workflow efficiency.

*(LATAM Regional Management Responsibilities)*

- Oversaw LATAM (Brazil & Mexico) marketing strategy and teams, achieving **150% Revenue Growth** with **>750% ROI** by optimizing multi-channel strategies (Paid, Content, Events, Email).
- Directed LATAM Paid Advertising (Meta/Google Ads Expert), achieving **+120% CTR** (FY24) & **+55%** (FY25) with CPL <20% of market average, maintaining strict budget efficiency.
- Led execution of 60+ regional events (online/in-person), generating **\$1M+ revenue and 6,000+ leads** across 5 countries ([Portfolio: Event Management](#)).
- Mentored LATAM team leads through comprehensive onboarding, strategic training, and skill gap analysis to drive revenue target achievement.

**Global Marketing Operations Manager** | August 2022 – July 2023 *(Promotion from Head of Marketing - Brazil)*

- Led global marketing operations, training, and alignment for 100+ marketers across 22 countries, significantly enhancing operational efficiency and global campaign execution consistency ([Portfolio: Streamlining Global Marketing Operations](#)).
- Increased global webinar attendance by **50%** and consultation requests by **64%** through standardized 1:1 training, feedback, and best-practice sharing across all markets.
- Implemented standardized global KPI tracking systems integrating Salesforce and Marketo, providing a unified funnel performance view and enabling data-driven optimization across 22 offices ([Portfolio: Global Marketing Analytics & Reporting System](#)).
- Developed a centralized speaker dashboard (Airtable), expanding the expert pool from 20 to 70+, improving sourcing efficiency by **500%**, and implementing standardized compensation policies.
- Conceptualized and executed 3 complex regional online summits (EMEA & APAC) at executive request, generating **6,700+ leads and \$1M+ revenue** with an average **ROI of 1530%** ([Portfolio: Event Management](#)).

**Head of Marketing - Brazil** | December 2018 – July 2022 *(Included Regional Digital Marketing Manager - Americas role Jan 2020 - Dec 2020)*

- Built Brazil marketing function from scratch (Market Entry & Scaling), achieving **250%+ Revenue Growth** over 3 years and establishing Crimson as a top 3 industry player against established competitors ([Portfolio: The Strategic Marketing Build of Crimson Education Brazil](#)).
- Developed and executed profitable multi-channel strategy (Content, Social, Paid, Events, Referrals, Localization), maintaining a balanced revenue mix (30% Organic, 30% Paid, 40% Referral) ensuring consistent cash-flow.
- Personally managed high-performing Paid Campaigns (Meta & Google Ads Expert), driving **50% of leads and 35% of total revenue**; optimized CPL, CTR, ROI. *(As RDM Americas: Drove 130% YoY growth across US/BR/MX via paid campaigns, increased leads 180%, reduced CPL to \$5).*
- Led high-impact Content Marketing & SEO: produced 40+ tailored ebooks/case studies, generated **10K+ leads/\$300K revenue** via digital quizzes, achieved top SEO rankings.
- Grew Social Media presence exponentially from **0 to 52K+ followers** (Instagram) & 19K+ (TikTok), becoming the market leader and driving significant inbound leads ([Portfolio: Building Market-Leading Social Media Presence](#)).
- Developed and managed a high-impact referral program consistently generating **30-40% of annual revenue**.
- Conceived and launched the innovative 'I'm In!' Frame initiative, adopted globally as a key brand element driving authentic UGC and social proof ([Portfolio: Strategic Brand Initiative: The 'I'm In!' Frame](#)).

- Oversaw production of high-quality video/photo assets ensuring brand narrative alignment ([Portfolio: Creative Direction & Execution](#)).
- Served as a go-to expert for Salesforce and Marketo, leveraging advanced functionalities for tracking, analysis, and strategic decision-making.

**Daquiprafora | São Paulo, Brazil** (Brazil's leading university admissions support company)

**Marketing Coordinator** | June 2016 – November 2018 (*Promotion from Customer Service Coordinator*)

- Led all marketing initiatives: SEO, Paid Advertising (Facebook/Google Ads), Content Marketing, Social Media (grew Instagram **1k to 10k**), Email Marketing (RD Station).
- Managed end-to-end Event Planning for major corporate events (flagship "Daquiprafrente" with 600+ attendees), alumni reunions, and school fairs ([Portfolio: Event Management](#)).
- Designed 300+ marketing assets; managed website (WordPress, HTML/PHP) and lead tracking (RD Station, 6k+ leads).

**RC Trade Marketing | São Paulo, Brazil**

**Marketing Analyst** | June 2015 – May 2016

- Supported end-to-end planning and execution of B2B trade marketing campaigns for CPG clients across **1,086 stores** ("Marcas Campeãs"), serving as primary liaison ([Portfolio: "Marcas Campeãs" Statewide Trade Marketing Campaign](#)).
- Oversaw social media strategy consultancy for client campaigns, growing key campaign Facebook followers from **2k to 45k (2150% increase)**.

*(Additional early experience includes Freelance Subeditor for Melhor do Vôlei, Brazilian Marketing Consultant for the Pottermore Global Launch Campaign ([Portfolio: Pottermore Global Launch Campaign](#)), and Co-Founder/Webmaster for ClubedoSlugue.com, demonstrating early digital marketing, content creation, international collaboration, and leadership skills)*

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## EDUCATION

**Bachelor's Degree in Marketing & Business Management (Double Major) - Missouri Valley College (USA) - Cum Laude | 2015**

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## LANGUAGES

**Portuguese** - Native | **English** - Fluent | **Spanish** - Intermediate

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## SKILLS

- **Marketing Strategy & Leadership:** Global & Regional Strategy | Market Entry & Scaling | Go-to-Market Strategy | Team Leadership & Mentorship (100+ Marketers) | Budget Management | Brand Positioning | Cross-functional Collaboration | Executive Reporting & Stakeholder Management

- **Performance Marketing & Growth:** Revenue Growth & ROI Optimization (>750%) | Paid Advertising (Meta/Google Ads Expert) | Lead Generation & Nurturing | CPL/CTR Optimization | Data-Driven Growth Strategy | Conversion Rate Optimization (CRO)
- **Content & Engagement:** Content Strategy & SEO (\$MM Revenue) | Email Marketing Strategy (Marketo Advanced) | Social Media Strategy & Growth (0-52k+) | Long-form Content Creation | Copywriting | Lead Nurturing | Audience Segmentation
- **Operations & Analytics:** Marketing Operations Management | Process Improvement | KPI Development & Tracking | Salesforce (Advanced) | Marketo (Advanced) | Google Analytics (Advanced) | Data Analysis (Excel/Sheets Advanced) | Airtable | Digital Asset Management (DAM) | Marketing Budget Management
- **Technical Proficiency:** CRM (Salesforce) | Marketing Automation (Marketo, Hubspot, RD Station) | Digital Ads Platforms (Meta, Google) | Analytics Tools (GA, Airtable, Excel) | CMS (Storyblok, WordPress) | Design/Video (Adobe Suite, Canva) | Web Tech (HTML, PHP)
- **Event Marketing:** Strategy & Management (Online/In-Person) | Webinar & Summit Production (High ROI) | Lead Generation