

Victor dos Santos

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Growth & Lifecycle Marketing Specialist

AI-Native Marketing Systems | 8 Years of Experience

LANGUAGES

Portuguese | Native
English | Fluent

PROFESSIONAL SUMMARY

Growth and lifecycle marketer with 8 years building the systems behind audience and revenue growth — email and lifecycle programs, marketing automation, and AI-native workflows. Ran marketing at The Brazilian Report (Digiday Media Awards finalist alongside Axios and HBR): grew its LinkedIn audience 8x, built a 7,400-subscriber LinkedIn newsletter solo with founders and CEOs among the leading reader job titles, and sustained a ~100-post/month operation at a 19.7% engagement rate. Architecture-trained systems thinker; comfortable owning channels end-to-end with executive leadership.

• GROWTH & LIFECYCLE:

Lifecycle Marketing · Email & Newsletter Programs · Audience Growth · Conversion Optimization · Customer Journey

• MARKETING OPERATIONS & AI:

Marketing Automation · AI Workflow Design · Prompt Engineering · Process & Pipeline Design · CRM

• CONTENT & AUDIENCE:

Content Strategy · Editorial Distribution · B2B Audience Development · Brand Systems

• ANALYTICS:

Performance Analytics · Google Analytics · Campaign Measurement · Reporting & Dashboards

EXPERIENCE

MARKETING AND SOCIAL MEDIA SPECIALIST

The Jana Caudill Team | 2025 - Current

- Own end-to-end marketing for two US regional real estate brands — email and lifecycle campaigns, websites, newsletters, social, and print — reporting directly to leadership.
- Unified two fragmented brands into one consistent identity and content system (templates, voice, cadence), taking output from irregular to a sustained multi-channel schedule.
- Built the campaign pipelines and AI-assisted production workflows that let a team of one run marketing for two markets concurrently.
- Currently repointing the system from consistency to acquisition: region-targeted campaigns and landing pages built for lead generation.

MARKETING LEAD

The Brazilian Report | 2024 - 2026

Award-shortlisted English-language publication on Brazil (Digiday Media Awards finalist: Best Newsletter, Best Podcast, Editorial Team of the Year, Media Company of the Year).

- Built and solely owned a LinkedIn newsletter from 0 to 7,427 subscribers — strategy, content, audience end-to-end — driving ~78K article views in its final year (~1,500/issue, unbroken weekly cadence) with founders and CEOs among the leading reader job titles.
- Grew the company LinkedIn page 8x across tenure (2,236 → 17,942), 100% organic in the final year — 548K impressions, 102K content clicks, 19.7% engagement rate (incl. clicks) in the last 12 months.
- Scaled the wider portfolio as legacy platforms stagnated: Instagram 3.3x, TikTok 0 → 8,200+, YouTube 2.5x.
- Led go-to-market execution for the company's subscription platform — launched in 30 days across positioning, site structure, lifecycle communications, and conversion paths.
- Directed a full platform migration with audience retention through sequenced subscriber communications and lifecycle campaigns.
- Ran a ~100-post/month multi-format operation (video, articles, daily coverage) without breaking cadence through wind-down — powered by AI-assisted research, production, and SEO workflows I designed.

SOCIAL MEDIA & MARKETING SPECIALIST

The Brazilian Report | 2023 - 2024

- Hired to run social; scope expanded within the first year to multi-channel marketing.
- Rebuilt the LinkedIn content system in late 2023 — the audience tripled over the following 8 months (3,194 → 10,057), including +54% in six weeks, on the way to 8x across tenure.
- Managed brand voice and content across 10+ platforms for an English-language readership.

FREELANCE BRAND & MARKETING CONSULTANT

365 Agência | 2022 - 2023

- Led end-to-end brand systems for clients: identity, asset systems, and site architectures built for maintainability and conversion.
- Built repeatable content and publishing systems clients could run without me.

PROJECT DEVELOPMENT MANAGER

Architecture & Construction (Formatto / Meng) | 2018 - 2021

- Managed end-to-end project development, client requirements to executive BIM documentation — where the systems thinking started.

EDUCATION & CERTIFICATIONS

AI & MACHINE LEARNING

- Machine Learning/AI Engineer (Codecademy, 2024 - In Progress)
- Data & Programming Foundations for AI (Codecademy, 2024 - In Progress)
- Learn Prompt Engineering (Codecademy, 2024)
- Intro to Large Language Models (LLMs) (Codecademy, 2024)
- Intro to Generative AI (Codecademy, 2024)

MARKETING

- Digital Marketing (University of São Paulo, 2020)

DESIGN

- Figma Essential (EBAC - Escola Britânica de Artes Criativas e Tecnologia - 2022)

DEVELOPMENT & WEB DESIGN

- Trilha Digital | Coders 24 | Front End (Ada Tech, 2023)
 - Responsive Web Design (freeCodeCamp, 2023)
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