

Danilo Campos Espeleta

CRM & Lifecycle Marketing Manager

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SUMMARY

CRM & Lifecycle Marketing Manager with 8+ years of experience in structuring end-to-end relationship journeys, multi-channel automations, and advanced segmentation. Specialist in base management, Lead Scoring, definition of SLAs between Marketing and Sales and monitoring of health metrics (LTV, Churn Rate, NRR) via dashboards in Power BI. Operates complex stacks with n8n, Make, and Zapier to ensure integration and data quality throughout the funnel.

SKILLS

- Base management and segmentation: organization, data quality, advanced segmentation.
- Lifecycle journeys: building relationship flows for lead, active customer, and post-sales, with a focus on retention and LTV.
- Multichannel automation: creation and optimization of flows via RD Station, Mautic, Mailchimp.
- Data orchestration: integration of stacks via APIs and webhooks with n8n, Make, Zapier.
- Copywriting applied to CRM: writing and A/B testing with a structured routine.
- Engagement intelligence: Behavioral lead scoring, targeted nurturing, and identification of retention, cross-sell, and upsell opportunities.
- Metrics and dashboards: monitoring of open rate, CTR, conversion, Churn Rate, LTV and recurrence via Power BI and Google Analytics.
- Marketing/CS/Commercial Alignment: definition of handoff SLAs, campaign governance, and process QA for pipeline predictability.
- Analytics Tools: Power BI, Google Sheets, Excel, Google Analytics.
- AI tools: Claude (segment analysis), Perplexity (market benchmarks).

EXPERIENCE

CRM & Lifecycle Marketing Manager

Jul 2022 – present

Fênix Educação | São Paulo, SP

- Built and optimized lifecycle journeys for acquisition, onboarding, and retention on a 50K+ lead base, using behavioral Lead Scoring and targeted nurturing, resulting in 20% growth in enrollment volume.
- Increased the email opening rate by 400% and the average engagement of the base to 50%, through advanced segmentation, message personalization, and timing optimization, with a continuous routine of A/B testing on subject, CTAs, button colors, and copy.

- Reduced unqualified leads by 30% through email automation for lead qualification and form standardization to improve data quality and funnel efficiency from MQL to SQL, with SLAs defined between Marketing and Commercial to ensure reliable handoff.
- Automated multichannel flows (email, WhatsApp, push, SMS) via Mautic, RD Station and integrations with WordPress and workflows (lead capture and distribution, communication, AI integrations, reporting) via n8n, Make and Zapier.
- Increased the average email CTR by 35% and built capture, engagement, and conversion dashboards in Power BI, tracking Churn Rate, LTV, and recurrence metrics to support strategic leadership decisions.
- Integrated generative AI tools into the operational flow: Claude for segment analysis and insights synthesis, Perplexity for market benchmarks, accelerating analysis and experimentation cycles.

Strategic Partnerships Manager

Apr 2021 – Jul 2022

Legião da Boa Vontade (LBV) | São Paulo, SP

- Accelerated data-driven user acquisition by 15% through co-branded campaigns with high-profile influencers and celebrities, significantly expanding the top-of-funnel marketable database.
- Built and managed an end-to-end corporate partnership funnel, securing high-value monetary and in-kind B2B sponsorships to fund major promotional projects.
- Directed cross-functional collaborations between external corporate executives, talent agencies, and internal creative teams to launch unified, multi-channel promotional campaigns.
- Optimized lifecycle engagement by designing exclusive partner-sponsored perks and initiatives that enhanced community loyalty and drove long-term retention.
- Established campaign KPIs and tracking parameters to evaluate partner performance, analyzing audience reach and media value to optimize future collaboration strategies.
- Managed end-to-end relationship nurturing and contract negotiations with high-value stakeholders, ensuring strict alignment with organizational values and brand guidelines.

Communication & Branding Manager

Mar 2016 – Apr 2019

Monchu Agenciamento, Editora e Eventos Ltda | São Paulo, SP

- Engineered a custom CRM and customer retention pipeline by integrating external ticketing databases with Google Sheets and Mailchimp to track multi-year behavioral data.
- Built an actionable RFM (Recency, Frequency) framework to monitor customer event frequency and lapse windows, launching targeted re-engagement workflows that scaled event attendance by 500% (from 500 to 3k+).
- Analyzed behavioral event metrics, including precise check-in and checkout times, to optimize event planning and improve long-term community loyalty.
- Overhauled the field marketing infrastructure by recruiting, hiring, and leading a high-performing team of 15–20 promoters selected specifically for niche audience acquisition and sales performance.

- Orchestrated an omnichannel content strategy, aligning the promoters' online and offline activations with a unified calendar that expanded organic digital reach by 150%.

Telemarketing Coordinator

Jul 2005 – Mar 2012

Legião da Boa Vontade (LBV) | São Paulo, SP

- Increased the volume of new donors by 25% and increased the average ticket by 20% through the application of the SPIN Selling methodology, with continuous Sales Coaching sessions for a team of 40+ operators.
- Optimized productivity by 15% and improved AHT by 30%, structuring feedback rituals and monitoring critical KPIs (CPC, conversion rates) via CRM, Excel, and Power BI.
- Reduced turnover by 40% by implementing a humanized leadership culture and accelerating ramp-up of new employees via technical workshops and process manuals.

EDUCATION

Bachelor of Arts: PT & EN Linguistics and Literature

Conclusion on 07/2015

Pontifical Catholic University of São Paulo (PUC-SP)

WEBSITES AND PORTFOLIOS

- espeledata.com
- github.com/daniloespeleta
- bit.ly/espeleta-mavenshowcase

LANGUAGES

- Portuguese – Native
- English – Advanced

CERTIFICATIONS

- Google Analytics – Google
- Marketing Psychology: How We Decide – Oxford Saïd Business School
- HubSpot Marketing Software – HubSpot Academy
- Inbound – HubSpot Academy
- Inbound Marketing Fundamentals for Analysts – RD Station
- CRM Sales Dashboard – Maven Analytics
- Professional Scrum Product Owner – Awari