

Rui Santiago

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Marketing Automation Specialist

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Experienced Marketing Automation Specialist with a global track record, I have worked with some of the industry's leading companies. Competent in Salesforce Marketing Cloud, HTML, CSS, AMP Script, SQL and advanced reporting skills allow me to build dynamic, results-driven omni channel campaigns and solutions to increase customer engagement and ROI. Furthermore, I bring outstanding communication skills, a teamwork mindset, problem-solving capabilities, a creative approach to campaign development, adaptability, strong analytical skills and thorough attention to detail, ensuring effective collaboration across, cross-functional teams.

WORK EXPERIENCE

Esprit GmbH - Ratingen, Germany

Aug 2023 – Present

E-Commerce Product Manager

- Established and optimised key performance metrics, delivering actionable weekly/monthly reports to C-level management with actionable insights to improve traffic and sales metrics.
- Ensured seamless communication between Business, Tech and Data teams by collaborating closely with the P.O. of E-Shop, APP and CRM enhancing operational efficiency, user experiences and functionalities.
- Provided data-driven insights to enable Business Managers to develop effective campaigns and execution strategies aligned with current trends.
- Conducted in-depth market benchmarks to identify e-commerce trends and translated insights into actionable strategies for brand growth.
- Applied insights from data analysis, prioritise initiatives to maximise ROI ensuring continuous improvement for sustained business growth and enhanced traffic and sales performance.

Key Achievements:

- Attain a **~25% Exit Rates** during promotional periods, through successfully improving APP features, **enhancing overall UX** and **increasing Orders per Visit**.
- Achieved **150% CR increase** through successful **A/B tests**, driving revenue growth and enhancing engagement.
- Initiated and maintained **5 standard reports** resulting in improved efficiency for **+30 cross-functional team members** involved in cross-team endeavours and more efficient decision-making processes.

Omnichannel Campaign Manager

Aug 2022 – Aug 2023

- Coordinated email newsletter operations and created automated campaigns and segmented audiences.
- Leveraged Journey Builder and Automation Studio to successfully execute +50 Omnichannel Campaigns.
- Conducted briefing, segmentation, and testing of App Notifications, In-App Messages, and Message Center.
- Generated daily reports and dashboards to monitor campaign metrics presenting insightful analytics.

Key Achievements:

- Proactively orchestrated and managed **omni channel** campaigns, resulting in a **10% reactivation of inactive customers** and achieving a **15% increase in customer loyalty**.
- Developed an email journey for product **recommendations** based on look-alike customer purchase history, achieving a **~45% Open Rate** and **~12% CR**.

PwC Portugal – Hybrid/ Portugal
Marketing Automation Specialist

Mar 2021 – Jul 2022

- Deployed tailored Salesforce Marketing Cloud solutions for industry-leading companies, seamlessly integrated with other Salesforce products to enhance loyalty programs and overall communication effectiveness.
- Leveraged SFMC, HTML, CSS, AMP script, and SQL Query to craft tailored solutions supporting business needs.
- Provided strategic marketing consultancy to C-level executives, optimising omnichannel customer journeys.

Key Achievements:

- Created and maintained **over 100** marketing campaigns in the Salesforce Marketing & Service/Sales Cloud, including **Email, SMS, landing page, and lead generation campaigns**.
- Delivered comprehensive **SFMC Training** sessions to C-Level Management and their marketing teams across **+10 countries**, equipping them with the skills needed to proficiently utilize the platform on their daily operations

Sonae MC - Remote / Portugal
Content Editor - Trading Food

Feb 2021 – Mar 2021

- Creating and editing content on a new Salesforce Commerce Cloud platform for one of Portugal's largest retailers, with +100.000 goods.
- Managing and planning, developing content rules, and content creation.

ISCAC Junior Solutions - Portugal
External Vice-President

May 2019 – Jun 2020

- Led the student-run marketing consultancy of more than 60 people along with 2 board members and 4 department directors.
- Responsible for clients, partners, communication and media, events and enlargement.
- Managed a 10 people commercial team which led to 7 new clients and 4 new partners;
- Organised 4 major events and delivered 13 workshops/talks;
- Managed a 5 person social media team.

EDUCATION & CERTIFICATIONS

Digital Marketing Strategies: Data, Automation, AI & Analytics
Kellogg School of Management

Oct 2022 – Dec 2023

Salesforce Certifications:

- Salesforce Associate May 2023
- Salesforce Marketing Cloud Administrator Apr 2022
- Salesforce Marketing Cloud Email Specialist Nov 2021

BSc in Business Management – Marketing specialisation
Coimbra Business School | ISCAC

Sep 2016 – Oct 2020

SKILLS

Hard Skills

Salesforce Marketing Cloud, Sales Cloud, Service Cloud, Datorama, Power BI, Adobe Reports, Microsoft Office, Excel, Html & CSS, AMP Script, SQL, Adobe Photoshop, Adobe Illustrator, Airship, Figma, CRM

Linguistic Skills

Portuguese: Native | **English:** Business Fluent | **French:** Intermediate | **Spanish:** Beginner