Giovanna Rezende

🔗 girezende.com   ✉ girezende77@gmail.com   📞 +55 43 999068623

Profile

Full-Stack Marketing Automation & Messaging Specialist with 8+ years of experience designing data-driven omnichannel communication systems. Specialized in WhatsApp marketing strategy, messaging infrastructure, deliverability optimization, and cross-functional project leadership.

Experience

Messaging & Automation Manager   / Retornar   *Jun `23 - Presente*

- Led WhatsApp marketing strategy, messaging infrastructure, and automation programs across multiple markets, designing scalable omnichannel communication ecosystems integrating CRM, automation platforms, and analytics tools.
- Owned deliverability, reputation management, and performance optimization initiatives, improving lead qualification, verification rates, and campaign efficiency through data-driven experimentation and cross-functional collaboration.

Project Manager   / TK Marketing   *Mar `20 - Jun `23*

- Coordinated multidisciplinary teams across marketing operations, media, and technology. Implemented email automation strategies focused on scalable lead generation.
- Delivered high-impact projects integrating Martech tools and automation ecosystems. Optimized campaign performance using analytics, experimentation, and operational improvements.

Messaging & Automation Specialist   / GFR Marketing   *Ago`19 - Presente*

- Developed and scaled omnichannel messaging strategies across WhatsApp, email, and automation platforms, supporting large-scale operations and delivering over 50 million messages with measurable business impact.
- Supported infrastructure setup and testing of new messaging technologies.Improved marketing funnel performance through data analysis and optimization initiatives

Marketing Analyst   / Primage   *Jan `17- Ago `19*

- Managed digital marketing initiatives for multiple clients, supporting campaign planning, execution, and performance analysis across email marketing and digital channels.
- Delivered campaign analysis and operational improvements to enhance acquisition performance, workflow efficiency, and marketing execution processes.

Skills

- **Tools and Tech:** WhatsApp API, Meta Business Suite, Hubspot, n8n, Infobip, Manychat, ActiveCampaign, Salesforce, Microsoft PowerBI, Postman, LLMs, RAG Agents, Jira, Notion, Trello, and more.

- **Soft Skills:** Cultural versatility, Data-driven criativity, Negotiation and decision-making, Technical Leadership.

Education

- **Languages:** Fluent English (C1) , native Portuguese (C2)
- **BBA** (Bacharel of Business Admistration) PUCPR
- **CPD:** WhatsApp Business Performance Meta, Introduction to Computer Science Harvard University