

TIDIANE RANGEL

MARKETING MANAGER

tidiane.rangel@hotmail.com

www.tidianerangel.com

 Toronto, CA

CORE CAPABILITIES

- MarTech & CRM Strategy Mastery
- Data, Analysis & Optimization
- Search & Demand Generation
- Strategic Leadership

TECHNICAL TOOLS

CRM: HubSpot, Salesforce
Marketing Automation: HubSpot Marketing Hub.
Marketing Analysis: Google Analytics 4, Looker Studio, Mixpanel, Microsoft Clarity, VWO.
Paid Ads: LinkedIn Ads, Google Ads, Bing Ads, Meta Business Suite, Eventbrite Ads.
SEO: SEMRush, BrightLocal, Google Business Profile, Yoast SEO, Google Search Console, Answer the Public, Uber Suggest, Google Keyword Planner.
Email Marketing: Hubspot, Constant Contact, Mailchimp, Omnisend.
Content Management System (CMS): WordPress, Webflow, Squarespace, Wix.
Project Management: Asana, Trello, Jira, Miro, Air Table.
AI: ChatGPT, Claude, Google VEO 2/3

EDUCATION

Master's in Management, Specialization in Marketing
Universidade Nova de Lisboa

Certifications: Certified expertise in 5 major platforms, including HubSpot (Inbound), Google Ads (Search/AI), Google Analytics, and Salesforce (Associate).

PROFESSIONAL SUMMARY

- 6 years generating B2B revenue growth across SaaS, FinTech, Education, IT, E-commerce, Professional Services, and Startup verticals.
- **Cut the subscription sales cycle by 66%** through funnel optimization of high-volume marketing channels.
 - Achieved record-setting growth for a national organization, driving **250% website traffic growth** and **18% sales growth** over 2 years by managing a **30-product full-funnel strategy**.
 - Led an e-commerce SaaS sales and marketing team achieving a **30% YoY revenue increase** from 2019-2022 amid market uncertainty.

Methodical marketer who uses MarTech, systems, and creativity to optimize marketing campaign performance and boost conversion rates.

EXPERIENCE

DIGITAL MARKETING MANAGER Freelancer & Independent Consultant | 2024 - 2025

- Delivered marketing services to SaaS, FinTech, Professional Services, and Education organizations.
- Partnered with product, sales, and CS to launch **3+ GTM campaigns** for new features and pricing tiers across mid-market and enterprise segments (**\$100-200K ARR**) and developed **lead scoring**.
 - Built reporting from scratch in **HubSpot** and identified misaligned **Marketing Automation** workflows to track attribution, engagement, and revenue contribution by channel, informing **\$15K** in budget reallocation.
 - Owned GTM readiness across **Lifecycle Marketing** stages: executing operations including positioning, campaign plans, **nurture workflows**, and **Sales Enablement** for **two major product releases**.
 - Developed and executed a multichannel digital marketing strategy for a client, using customer segmentation and targeting tactics. Resulted in a **30%** increase in website traffic and a **20%** increase in **CRO**.
 - Designed and executed marketing communications, including **SEO** and **PPC**, pipeline lead management, and reporting, aligning with growth strategy.
 - Elevated a client sales by **14%** through on-page and local **SEO**, and **Web Design** tactics informed by **Marketing Analysis** and **AI-driven insights**.
 - Drove **Campaign Optimization** for high-volume channels, reducing cost-per-lead by **15%** quarter-over-quarter.

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CERTIFICATIONS

- Responsive Web Design Certification (HTML and CSS), **freeCodeCamp**
- Marketing Automation, **LinkedIn**
- Inbound Marketing Certification, **Hubspot**
- Salesforce Associate Certification, **Salesforce**
- AI Performance Ads Certification, **Google**
- Google Analytics 4 Certification, **Google**
- Google Ads Search Certification, **Google**

EXPERIENCE

PRODUCT MARKETING SPECIALIST

Skills for Change (SfC) | 2022 - 2024

SfC empowers B2B clients with educational programs and services to tackle workforce challenges. Executed end-to-end hands-on go-to-market strategies.

- Presented findings and recommendations to **Stakeholder Management** (management), strategically optimizing **PPC** strategy to overcome a downturn in sales volume, saving the organization about **\$90,000 in one year**.
- Achieved consistent month-over-month growth in user engagement and conversions through **Demand Generation**. Implemented **automated sequences**, elevating email open rates to an average of **64%**.
- Elevated monthly sales conversion growth by **46% in 4 months** by launching **A/B Testing** campaigns for key landing pages and optimizing the **Content Strategy**.
- Collaborated with managers to optimize **CRM** and sales tools, reducing the sales cycle by **35%** and boosting landing page traffic by **410% in 2 months**.
- Drove significant organic traffic increases by refining **on-page and technical SEO**, directly contributing to higher domain authority.

PRODUCT MARKETING MANAGER AND PRODUCT MANAGER

Uabiluka | 2019 - 2022

Launched a new E-commerce subscription app focused on providing beauty products, educational content, and subscriptions to B2B customers.

- Led the identification of **ICP** and spearheaded **ABM** campaigns for businesses seeking beauty products. Achieved **24% ROI** (2017-2022) through **team and budget management**, **A/B testing**, and development of **GTM playbooks**.
- Developed and executed digital marketing strategy, including **SEM** and **reporting**, aligning with growth strategy. Elevated customer retention by 65% through strategic **CRM and sales**.

SOFTWARE MANAGEMENT CONSULTANT

InCentea | 2016 - 2019

- Led customization of SaaS applications, integrating ERP with CRM to enhance client communication and secure contract extensions with two global clients.
- Collaborated with management to develop a tailored data analysis model for B2B clients, improving decision-making and reducing report preparation time by 30%.