Giulia Silveira

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SUMMARY

Marketing professional with 4 years in marketing operations, CRM and content, across eCommerce (Amazon), luxury hospitality (JW Marriott) and a multinational (Medtronic). At Medtronic I run the Brazil and LatAm websites as the sole owner of the project: I coordinate 30+ product managers, manage the translation and review workflow in Workfront and publish 1,200+ product pages in three languages through Adobe Experience Manager. At Amazon I ran CRM, email and push campaigns with audience segmentation and A/B tests; at Medtronic I run CRM campaigns in Eloqua and Salesforce Marketing Cloud. Marketing degree from the University of São Paulo; fluent English, advanced Spanish.

PROFESSIONAL EXPERIENCE

Medtronic **Jan 2025 - Present**
Global leader in medical technology and healthcare solutions.

Digital Marketing Analyst (Associate Content Operations Specialist) ***Jan 2025 - Present***

- Keep the review of 1,200+ product pages by 30+ product managers on track as the sole owner, from follow-ups and deadline control to publishing in Adobe Experience Manager (AEM).
- Manage in Workfront the translation and review workflow I took over from an agency, generating estimated savings of more than US$200K for the company (fiscal years 2026 and 2027, ongoing).
- Build medtronic.com.br and medtronic.com/latam, replicating the US site (1,000+ products and SKUs): 18 product categories mapped, 4 published so far in Portuguese and Spanish, launched category by category.
- Published 8 pages in the first month (the first 4 categories, in Portuguese and Spanish) and 117 new pages in the second month.
- Plan, configure and run CRM campaigns in Oracle Eloqua (Jan 2025 - Jul 2026), where I built emails, forms and landing pages, and in Salesforce Marketing Cloud, checking that campaigns go live correctly.
- Structured the product and event launch workflow at LATAM level, previously without a standard and now with a 180-day minimum preparation time, removing unnecessary meetings. The translation workflow was adopted by the Eastern Europe region.
- Started in the Global team (the only Brazilian among 40+ people, 100% in English); now in the LATAM team, covering Brazil and all of Latin America (NOLA, CELA and SOLA).

JW Marriott Hotel São Paulo **Apr 2024 - Dec 2024**
Luxury hotel brand of Marriott International, the world's largest hospitality company.

Marketing Assistant ***Apr 2024 - Dec 2024***

- Wrote and reviewed copy for social media, website and press releases for a luxury hotel with three outlets, each with its own positioning and tone of voice, following each outlet's brand book.
- Created and updated the websites of the hotel, the restaurant and the spa in a CMS.
- Sourced influencers and managed relationships with them with the PR agency, matching each partner to each outlet's essence: 50+ partner accounts across the hotel, bar and restaurant profiles, 1.1M likes in partnership posts.
- Supervised purchasing with suppliers for three external service agencies: issued monthly purchase orders averaging above R$30K and created requisitions for complimentary lodging and meals for influencers under partnership deals.
- Developed and starred in six 60-second employer-branding videos with HR, as the hotel's brand voice on LinkedIn, suggested by the General Manager: 1,000+ new followers and recognition as Employee of the Month (2024).

Amazon **Mar 2022 - Dec 2023**
Global eCommerce and technology company.

Marketing Intern ***Mar 2022 - Dec 2023***

- Ran CRM, email and push campaigns for Books and eBooks with audience segmentation, working with the design team on campaigns aligned with the promotional calendar and A/B tests. The largest audience I worked on exceeded 3 million recipients, during Black Friday.
- Ran and analyzed A/B tests; prepared monthly executive presentations of results and learnings for 100+ stakeholders, including directors and managers.
- Automated part of the performance analysis and tracking, cutting recurring manual work; the category stood out on Black Friday 2023 for the greatest adoption of automation practices.
- Owned the always-on promotional calendar for the Books and eBooks category for almost two years, from spotting opportunities to analyzing results.

EDUCATION

University of São Paulo (USP) Jan 2020 - Dec 2023
Bachelor's Degree in Marketing
Published article (2024, sole author): O Efeito dos Mindsets de Implementação e Deliberativo sobre Doações: Um Estudo Aplicado ao Marketing de Organizações Não Governamentais.

CERTIFICATIONS

Google Analytics for Beginners Jan 2024
Analytics Academy (Google)

Career Essentials in Generative AI Jun 2026
Microsoft and LinkedIn

LANGUAGES

Portuguese (native), English (fluent), Spanish (advanced)

SKILLS

CRM marketing: email, push and CRM campaigns, audience segmentation, A/B testing, promotional calendars, reporting
Marketing operations: workflow and project management across teams, deadline tracking, process optimization, coordination of 30+ product managers and external agencies
Content operations and localization: large-scale production and publishing of product and event pages, review workflows with many stakeholders, accessibility QA, translation and localization project management (EN to PT/ES)
Brand and copy: copywriting (social media, website, press releases), multi-brand tone of voice, influencer activations
Tools: Salesforce Marketing Cloud, Oracle Eloqua, Google Analytics, Sprout Social, Sprinklr, Adobe Workfront, Adobe Experience Manager (AEM), DAM, XTM, Asana, Notion, SharePoint, Excel, Photoshop, Illustrator, Canva, CapCut, ChatGPT, Claude, Copilot, Gemini