Maria Luiza Andrade Silva

CRM & Growth | Lifecycle | Salesforce Marketing Cloud | SQL
Belo Horizonte, Brazil · open to remote and hybrid · +55 31 98627-6287 · luizamariasilva2001@gmail.com
LinkedIn: linkedin.com/in/maria-luiza-as · Portfolio: malusilva.com

SUMMARY

CRM professional with over 3 years in marketing and a focus on data-driven strategy. I design journeys and cadences in Salesforce Marketing Cloud, build segments with SQL and use LTV, churn, purchase propensity and A/B tests to decide where to invest. Recent results: **+20% revenue** from a CRM campaign, **+25% in lead acquisition and qualification**, **+32% in cross-sell leads** and **-0.8 p.p. churn**. Currently pursuing an MBA in Data Science, AI and Analytics (University of São Paulo, USP/Esalq).

PROFESSIONAL EXPERIENCE

Banco Inter | CRM & Content Analyst (mid-level)

Oct 2026 – Nov 2026 · Belo Horizonte, Brazil · Digital bank

- Worked on creating and managing journeys in Salesforce Marketing Cloud, integrated with Salesforce CRM, with the Sales and IT teams.
- Tracked campaign KPIs (opens, clicks, conversion and churn) and supported the reading of results with performance reports.
- Looked after base quality and campaign segmentation, including upsell and cross-sell, and took part in structuring A/B tests.
- Produced content for the blog, newsletter and e-mail marketing and worked with media and growth on acquisition landing pages.

CPE Tecnologia | CRM Analyst (mid-level)

Jan 2024 – Jul 2026 · Surveying, land measurement and technology

Strategy and results

- Planned the Early Black Friday campaign (segmentation, urgency and work with the sales team), delivering **+20% revenue** in the period.
- Structured the maintenance + course cross-sell for customers with active equipment, generating **+32% leads** for the service.
- Turned KPI analysis into continuous improvements: **~+1.5 p.p. click rate** and **-0.8 p.p. churn**.

Data and CRM intelligence

- Calculated LTV from opportunity history and ranked the base into value bands (A–I), with a strategy for each cluster.
- Built 5 metrics in Data Cloud: propensity score (recency, frequency and value), LTV, churn risk, cross-sell affinity and seasonality.
- Audited 94,598 leads in Salesforce, mapping data gaps and proposing improvements to the data model (Leads, Accounts, Opportunities).

Automation, journeys and testing

- Designed journeys in Salesforce Marketing Cloud integrated with Sales Cloud; e-mail and SMS flows increased lead acquisition and qualification by **25%**.
- Automated the handoff to sales: a click created a lead, campaign and task in Salesforce, distributed evenly among sales reps.
- Ran A/B tests (e.g. technical vs. sales e-mail for the Elios 3 launch, with a 1.2% vs. 0.7% click rate) and applied the winners.
- Kept the base clean, with 6,000 to 10,000 qualified, engaged customers every 30 days, and trained the team in Marketing Cloud.

Autêntica Engenharia | Marketing Analyst

Apr 2022 – Sep 2023 · Engineering and construction

- Planned and ran paid media (Google Ads and Meta Ads) according to the monthly plan, seeking efficient investment.
- Managed agencies and suppliers, from briefing to approval of campaigns and content.

- Monitored Google Analytics and implemented UX/UI improvements on the website; built buyer personas with the sales team.
- Coordinated internal and external events, social media content and internal marketing initiatives.

SKILLS

Strategy: CRM, lifecycle, customer journey, segmentation, retention, upsell and cross-sell, A/B testing and control groups
Metrics: LTV, CAC, ROI, ROAS, churn, CTR/CTOR, activation rate
Tools: Salesforce Marketing Cloud, Sales Cloud, Data Cloud, RD Station, HubSpot, SQL, Google Analytics, Google Ads, Meta Ads, Excel/Sheets

EDUCATION

MBA in Data Science, AI and Analytics – University of São Paulo (USP/Esalq) · Oct 2026 – present
Associate degree in Marketing (Tecnólogo) – Newton Paiva University Center · Jun 2022 – Dec 2024
Formare vocational program – Iochpe Maxion · 2018

COURSES

CRM Strategy and E-mail Marketing (Conquer) · Growth Hacking and Data Intelligence (Conquer) · Content Marketing (Rock Content) · Smart Forests Hackathon (Cesupa/Facens/Newton)

LANGUAGES

Portuguese (native) · Spanish (intermediate) · English (basic, currently studying)