

# ALLAN FORMIGONI

Marketing and Growth Leader · B2B SaaS, Marketplace and B2C

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Marketing leader with 12 years building and scaling the function from zero at fast-growing startups across Brazil, Europe, and the US. I was the first or only marketer at four companies: built teams, set strategy, and delivered growth (doubled sales pipeline, +400% organic traffic, 10x sales opportunities).

## SKILLS

- Growth marketing
- SEO and AEO/GEO
- Content and branded content
- Email marketing and lifecycle
- CRM and automation
- Demand generation
- Performance and paid media (LinkedIn Ads, Google Ads, G2)
- CRO and website
- Events, community and influencers
- Marketing ops and data
- Vibe-coding and AI tools (Claude, Lovable, Notion, ChatGPT)

## LANGUAGES

- Portuguese** — native
- English** — fluent
- Spanish** — intermediate

## EDUCATION

### BBA, Marketing Emphasis

ESPM · São Paulo · 2007–2010

### Executive Coaching · Leadership and Communication

1:1 program with Eduardo Casarini

## CERTIFICATIONS

- Vibe Coding L4 Platinum · Lovable
- Marketing Engineering · Profound
- AI for Marketers · HubSpot Academy
- Mastering Growth Marketing · Reforge
- Growth Marketing Full Certification · Growclass
- Inspiring and Motivating Individuals · University of Michigan
- B2B GTM Strategy Bootcamp · Full Funnel
- Managing a Remote Marketing Team · CXL
- B2B Marketing Accelerator · ExitFive
- Content Marketing Research · CXL
- Inbound Marketing · HubSpot Academy
- Branding · ESPM

## PROFESSIONAL EXPERIENCE

### Interim Head of Marketing and Growth · Tempo

B2C · Brazil · Dec 2025 – Feb 2026

- Ran a full-funnel diagnostic, from acquisition to retention, to redefine the marketing and growth strategy.
- Implemented a guided onboarding that increased new customer activation by 1.5x.
- Built the customer success function with a retention focus and launched the influencer channel, which became the top source of traffic and acquisition.
- Led the implementation of ActiveCampaign as the CRM and central automation platform.

### Marketing Lead · Arrows

B2B SaaS · USA · Sep 2024 – Aug 2025

- Senior IC marketer at the company. Doubled revenue in one year by unblocking initiatives that were stuck with the founders.
- Led the founder-led strategy on LinkedIn, which became the top source of sales pipeline.
- Rebuilt the website (redesign, new pages, navigation), lifting visit-to-demo conversion by 5%.
- Doubled organic leads via SEO and increased LLM visibility (GEO) by 42% with bottom-of-funnel content, backlinks, and Reddit.

### Growth Marketing Manager · WeTravel

FinTech / B2B Vertical SaaS · Europe · Jun 2021 – Aug 2024

- Built the growth foundation that helped the company raise a Series B round.
- Built a 5-person team that grew sales opportunities by 10x and new customers by 5x over three years.
- Launched a branded content program and the company's first summit (2,100+ registrants), setting records in awareness and pipeline.
- Implemented HubSpot as the central marketing platform, integrated with the sales CRM.

### Head of Brand and Content & Founding Team · Worldpackers

Marketplace / B2C · Brazil · Jul 2014 – Jun 2021

- Built the organic growth engine that scaled the company from zero to \$1M ARR.
- Grew non-branded organic traffic by 400% across three languages, making it the top source of sign-ups.
- Launched the user-generated content program and Worldpackers Academy (70+ courses), which grew revenue by 23% in four months.

### Inside Sales Representative · SalesTalent Digital

Feb 2010 – Aug 2011

### Marketing Intern · Unicred

Jul 2008 – Dec 2009