

Paulo Teixeira.

Product Manager

SUMMARY

Inspired by empowering people to make simple choices, I am a Product Manager with an experienced background in engineering and marketing.

EXPERIENCE



Product Manager, Unbabel

Apr 2019 - Apr 2020, Lisbon

- Managed all demand generation assets and public-facing websites
- Spearheaded discovery, wireframing, and testing sessions (besides all Scrum rituals)
- Delivered 10+ product launches working with a team up to 8 people including front-end developers, designers, copywriters, performance marketers, and external agencies



Performance Marketing Manager, Unbabel

Feb 2018 - Mar 2019, Lisbon

- Managed the marketing automation stack (Hubspot, Pardot, Zapier, Salesforce) and analytics tools (GA, Hotjar, Chart.io)
- Developed and executed the performance marketing strategy with a strong focus on ABM



Marketing Lead, Landing.jobs

Jan 2017 - Jun 2017, Lisbon

- Influenced the business high-level strategy by defining the marketing strategy and objectives
- Managed the work and rituals of a team with 5 people
- Collaborated with PM and Engineer team to define the roadmap



Growth Marketing Manager, Landing.jobs

Jun 2014 - Dec 2016, Lisbon

- Responsible for the paid marketing budget (with 5 digits per quarter) and controlling ROI on all performance-led campaigns
- User and Applications growth over 100% YoY



Co-founder, Inspiring Code

Feb 2013 - Feb 2014, Lisbon

- Managed and coordinated projects with external stakeholders
- Developed web applications using Ruby on Rails, PHP, and HTML&CSS

EDUCATION



ISCTE - University Institute of Lisbon

Computer Engineering

One subject left to complete

2010 - 2016



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Skills & Competencies

Product

- User Experience
- Data Analysis
- Programming
- Agile Methodologies & Scrum
- Prioritization & Roadmap

Marketing

- SEO & Advertising
- CRO, A/B Testing
- Marketing Tech Stack

Transversal

- Process Management
- Solution Oriented
- Strategic Thinking
- 360 Vision

Languages

Portuguese (native)

English (professional)

Projects

[João Pedro Reis](#)

- Coaching João on his digital strategy and user experience
- Collaborating on the design and technical decisions

Random facts about me

- Since 2016 tracking my weight in a spreadsheet
- OKRs used as personal goal [setting method](#)