MARIANNA CARDOSO

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Brazilian | Portuguese citizenship | Permanent residency in Chile | Authorized to work in Brazil, Chile, and the EU

MARKETING 360° | STRATEGY | GROWTH & PERFORMANCE | BRAND & TRADE

EXECUTIVE PROFILE

Marketing executive with 7+ years of experience leading marketing strategy and operations across Chile and Latin America, with a background spanning retail, automotive, consumer goods, services, and tourism in B2C and B2B environments. Experience managing annual budgets above USD 1.5M and leading multidisciplinary teams, agencies, and vendors, with a focus on demand generation, conversion, investment efficiency, and business outcomes. Data-driven decision-making grounded in KPIs and cross-functional collaboration with Sales teams.

CORE COMPETENCIES

Marketing Strategy | Growth & Demand Generation | Performance Marketing | Brand Strategy | Trade Marketing | Budget Management | Marketing ROI | CAC, CPA & KPIs | Paid Media & SEO/SEM | Funnel & Conversion Optimization | Agency & Vendor Management | Team Leadership | Marketing & Sales Alignment

PROFESSIONAL EXPERIENCE

Marketing Strategy & Project Management — Independent

Chile & Brazil · Remote | March 2026 – Present

Independent marketing projects for micro and small businesses in Chile and Brazil, combining strategy, demand generation, content, and the practical application of artificial intelligence tools.

- Developed marketing strategies and plans tailored to specific objectives, audiences, and markets.
- Implemented digital marketing and content initiatives for micro and small businesses in Chile and Brazil, focused on communication and demand generation.
- Applied AI tools to research, analysis, content generation, and marketing process optimization.
- Adapted and localized content between Spanish and Portuguese, accounting for language and cultural context in Chile and Brazil.
- Managed projects from initial definition through coordination, development, and delivery follow-up.

National Marketing Manager — DIFOR CHILE

Santiago, Chile | Jul 2022 – Jan 2026 · Multi-brand automotive group — 14 light-vehicle brands and 6 truck brands, plus fleet, insurance, and operating lease units (B2C and B2B)

Led the national Marketing function, with responsibility for marketing strategy, budget, and teams, integrating digital marketing, performance, trade marketing, media, events, and sponsorships across digital channels and the physical network. Worked cross-functionally with Sales, Operations, and Finance to align Marketing with business objectives.

- Managed an annual budget above USD 1.5M, defining strategy with senior management and overseeing allocation, optimization, and ongoing reporting.
- Led national trade marketing strategy across a 67-branch network: network standardization, point-of-sale campaigns, launches, commercial activations, brand events, and test drives.
- Defined and managed digital and media investment (paid media, SEO/SEM, social media, email marketing, content, and traditional media), focused on demand generation, efficiency, and return.
- Participated in the weekly commercial committee, shaping campaigns based on inventory, rotation, seasonality, and business opportunities.
- Led multidisciplinary and regional teams and managed agencies, vendors, and media partners.
- Reduced marketing investment by 35%.
- Digital marketing influenced approximately 60% of sales, with sustained achievement of digital penetration targets: 20% for light vehicles and 25% for trucks.
- Sustained CAC optimization and CPA reduction across different demand scenarios, improving full-funnel efficiency.

Strategic Marketing Consultant — Latin America

Remote | Sep 2020 – Jun 2022

Marketing and growth consulting for SMBs, mid-sized companies, and international brands, managing budgets, coordinating teams of up to 15 people, and leading end-to-end projects.

- Drove a 45% increase in service contracting for an aerospace-sector company by optimizing acquisition and the digital funnel.
- Grew tourism-sector sales by 35% in year one and 55% in year two following a strategic marketing redefinition.
- Led international projects for Motorola (~USD 60K) and Miniso (~USD 70K), managing production, campaigns, and activations in Chile on assignment from Mexico.

Multimedia & Content Production Manager — SODIMAC S.A.

Santiago, Chile | Sep 2019 – Jul 2020 · Large-scale retail — Sodimac, Sodimac Constructor, and Homy

Led the Multimedia and Content Production area across the group's three brands, managing a team of 9 and an annual budget above USD 1.5M. Responsible for planning and producing campaigns and digital assets supporting web, e-commerce, marketplaces, and digital and print catalogues, ensuring quality, brand consistency, and operational continuity across channels.

- Led planning and production of commercial and seasonal campaigns for Sodimac, Sodimac Constructor, and Homy, coordinating internal teams, vendors, timelines, production capacity, and quality standards.
- Directed content processes for web and digital channels, ensuring asset availability, quality, and consistency across the three brands.
- Managed the area's budget end to end, including planning, resource allocation and control, execution tracking, vendor coordination, and budget close.
- Optimized budget allocation, enabling 6+ additional campaigns with no increase in investment.
- Developed an internal system to automate web editing processes, reducing turnaround times and scaling production capacity.
- Increased production capacity and content availability across the three brands' commercial and digital channels.

Executive Producer & Project Manager — Rock Up TV / Lagoa

Latin America | Aug 2014 – Jan 2019

Executive production and project management for audiovisual content across television, advertising, and film, leading teams, budgets, and schedules, developing commercial proposals, and managing sponsorships. Executive-produced award-winning content, including the CNTV Fund-winning series Robinsones.

EDUCATION

- Master's in Marketing, Branding specialization — ESPM, Brazil (paused)
- Diploma in Audiovisual Production — CAAV Universidad de Medios Audiovisuales de Guadalajara, Mexico
- Business Administration — Universidade Anhembi Morumbi, Brazil
- Marketing and Sales — Universidade Anhembi Morumbi, Brazil
- Academic Exchange in Business Engineering — Universidad Andrés Bello, Chile

ADDITIONAL TRAINING

- In-person English Language Program — ILAC, International Language Academy of Canada, Toronto (completed August 2026)
- Executive Leadership Coaching — María Esther Segura (2025)
- Market Research — Fundação Getúlio Vargas, FGV (2024)
- Brand & Product Management — Fundação Getúlio Vargas, FGV (2022)
- Digital Marketing — Google Activate (2021)
- Human Resources Management — Fundação Getúlio Vargas, FGV (2020)

TOOLS

Google Analytics 4 | Google Ads | Meta Ads | Power BI | Excel | PowerPoint | CRM Pilot | Asana | Trello | Canva | Claude | Perplexity | Apollo | ChatGPT | Veo

LANGUAGES

Portuguese: Native | Spanish: Fluent | English: Intermediate, continuing to improve (in-person training at ILAC Toronto, completed August 2026)