

PABLO PULIDO

+55 (31) 99847-0380 / (31) 99813-3401 – pablo.a.f.pulido@gmail.com – MG ▪ Brazil

OBJECTIVE

MarTech Product Manager | AI-First Strategy | Technical Product Manager (Data & API Integration)

EXECUTIVE SUMMARY

Technical Product Manager with a hybrid background in Engineering and Growth. Expert in transforming chaotic marketing operations into scalable, API-driven product ecosystems. Proven track record leading distributed remote squads across LATAM and US/EMEA. Specialist in "AI-First" workflows, migrating legacy systems to modern cloud architectures (Supabase/React), and building internal data products that ensure data integrity and revenue predictability.

PROFESSIONAL EXPERIENCE

LECUPON / ALLOYAL | Belo Horizonte, Brazil Product Manager - MarTech, Lifecycle & AI | Oct 2024 – Present

Leading the transition from legacy operations to an AI-driven Product Ecosystem.

- **Legacy-to-Cloud Migration:** Architected and led the migration of the "Alloyal Partners" platform from Google Apps Script to a modern Supabase + React architecture, eliminating technical debt and enabling infinite scalability.
- **Product Leadership:** Managing a high-performance remote squad (Engineering, Data, UX), acting as the technical bridge between business strategy and code execution.
- **AI Innovation:** Conceptualized and launched 'IntelliNODE', an AI logic layer that automates channel selection (WhatsApp vs. Email) based on user behavior.
- **Data Products:** Built a proprietary Deep Linking and Attribution system to replace deprecated Firebase features, regaining 100% data control for iOS/Android campaigns.

PALM ERA | Global / Remote MarTech & Analytics Specialist | Feb 2024 – Apr 2025

Focus: Data Integrity, Attribution Modeling, and AdTech Operations.

- **Advanced Tracking Implementation:** Owned the server-side and client-side tracking strategy using Google Tag Manager, ensuring 100% data accuracy for conversion events across Meta, Google, and TikTok.
- **Data Visualization:** Designed and maintained the centralized Looker Studio reporting ecosystem, integrating cross-channel data to provide real-time attribution insights for stakeholders.
- **AdTech Optimization:** Managed the technical setup of DSPs and Programmatic platforms, optimizing audience segmentation and reducing CPA through precise data signaling.

THOUGHTLAB | Remote Product Analytics & CRO Specialist | Jul 2023 – Jan 2024

Focusing on User Behavior Analysis and Conversion Rate Optimization.

- **Conversion Optimization (CRO):** Boosted website conversion rates by 25% by analyzing user behavior funnels and proposing UX improvements based on heatmaps (Hotjar).
- **Data Insights:** Owned the reporting stack using Google Analytics, translating user session data into actionable insights that improved retention strategies by 20%.
- **Market Intelligence:** Conducted competitive analysis that identified key feature gaps, directly influencing the product growth roadmap.

KAVAK.COM | Global / Remote Global Technical MarTech Specialist | Dec 2021 – Oct 2023

Acting as the Owner for the Global Data Collection Infrastructure across 9 countries.

- **Global Tracking Strategy:** Designed and standardized the data collection schemas (dataLayers) for Web & App, serving as the "source of truth" for Product and Strategy teams globally.
- **MarTech Stack Management:** Led the technical implementation and maintenance of the MarTech stack, including GA4 360, AppsFlyer, and Segment, ensuring seamless data flow between systems.
- **Stakeholder Management:** Acted as the technical liaison between Country Managers and Engineering, translating business KPIs into specific tracking requirements (Events/Parameters).
- **Data Quality:** Audited and fixed pixel implementations across all paid media channels, improving attribution accuracy and marketing efficiency by 30%.

QUEIMA DIÁRIA | Belo Horizonte, Brazil Growth Performance Manager (LATAM Expansion) | Apr 2021 – Nov 2021

Leading the Growth Strategy and Funnel Optimization for 5 new markets.

- **Funnel Optimization:** Led the experimentation roadmap (A/B testing) for the acquisition funnel, resulting in a 62% increase in conversion rates across 5 new markets.
- **Market Expansion:** Defined the "Go-to-Market" product requirements for expansion into Chile, Mexico, and Peru, adapting payment gateways and user flows to local needs.
- **Process Engineering:** Created the Standard Operating Procedures (SOPs) for the Growth team, effectively productizing the sales funnel management.

ACCENTURE | Global / Belo Horizonte, Brazil Associate Project Manager (Dedicated to LATAM Airlines) | Oct 2019 – Mar 2021

Recognized with the "Distinctive Achievement" award (Top Performer among 1,500+ employees).

- **Global Financial Project:** Participated in the financial optimization strategy for LATAM Airlines, managing the "Procure to Pay" (PTP) workflow across multiple countries to ensure compliance and efficiency.
- **Error Reduction:** Analyzed process bottlenecks and implemented new control mechanisms that reduced billing errors by 65%, directly impacting the client's operational profitability.
- **Stakeholder Management:** Collaborated daily with international stakeholders and internal project teams to resolve financial discrepancies and ensure accurate reporting for the airline's global operations.

ZONE FASHION | Cali, Colombia Growth Marketing Manager | Feb 2019 – Sep 2019

Driving revenue growth through team leadership and digital strategy.

- **Team Leadership:** Managed and mentored a high-performance team of 15 people, achieving a 91% retention rate during a period of aggressive growth.
- **Revenue Growth:** Developed the digital sales strategy that increased online revenue by 150% in 7 months through funnel optimization and team training.

MLS DATA TOOLS | Remote Search Engine Optimization Specialist | Jul 2018 – Jan 2019

Bridging the gap between SEO strategy and technical development workflows.

- **Agile Planning:** Utilized Jira for project estimation and task management, ensuring the completion of 50+ weekly deliverables.
- **Technical Documentation:** Created technical specifications and functional documents to guide the web development team in implementing SEO best practices.

GGs IT SOLUTIONS | Caracas, Venezuela IT Documentation Consultant | Jul 2016 – Sep 2018

*Managed technical documentation projects for a **National Telecommunications Enterprise**, ensuring compliance with global quality standards.*

- **Process Standardization:** Developed technical documentation (DTPs) for critical IT infrastructure (Oracle, SAP), ensuring compliance with ISO 9000/9001 quality standards.
- **Scope Management:** Managed risk and scope for documentation projects, adhering to strict SLAs and delivery deadlines.

IQANTILE | Remote UX/UI Design Intern | Dec 2015 – Jun 2016

Early foundation in Product Design and User Experience.

- **Product Prototyping:** Designed wireframes, mockups, and high-fidelity prototypes to visualize product concepts for development teams.
- **User Stories:** Collaborated with the Head of Product to write detailed User Stories, bridging the gap between design and functional requirements.

ACADEMIC EDUCATION

Associate Degree in Banking and Financial Administration INSTITUTO UNIVERSITARIO DE TECNOLOGÍA INDUSTRIAL (IUTIRLA) | Caracas, Venezuela | 2016 – 2018

Bachelor of Business Management (In Progress) ENSIGN COLLEGE | Utah, USA (Remote) | Anticipated 2027

Data Driven Decision Making (DDDM) Specialization THE STATE UNIVERSITY OF NEW YORK (via Coursera) | 2021 – 2023

CERTIFICATIONS & TRAINING

Generative AI Learning Path GOOGLE CLOUD SKILLS BOOST | 2026

Design Thinking for Innovation UNIVERSITY OF VIRGINIA | May 2023

Lean Six Sigma: Black Belt LINKEDIN LEARNING (PMI Registered Education Provider) | Oct 2021