

# PABLO PULIDO

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## 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.

## IQUANTILE | 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

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**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

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**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