
PAMELA MESSINA MOHANANI

PRODUCT & MARKETING EXPERT

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EXPE RIEN CE

PICSART | LATAM INTERNATIONAL TEAM LEAD MOBILE CREATIVE APP

August 2021 - January 2023 | Previous Senior Manager Product & Marketing

- Designed, implemented, and supervised all growth, engagement and monetization initiatives for Brazil and Latin America to impact top, middle and bottom of funnel metrics.
- Delivered market landscaping, competitor research and data deep-dives to elucidate the product's value proposition to local users and leverage performance.
- Spearheaded the cross-functional implementation and GTM strategy of Product Marketing and premium content campaigns at the vertical and regional levels.
- Conceptualized extensive onboarding, monetization, and UX/UI testing to build a product with the best market fit and improve user funnel conversion.
- Refined and optimized the Lifecycle Marketing strategy in BR and LATAM to impact monthly and yearly retention rates. Overhauled regional PUA campaigns, SEO & ASO strategies, Social & Influencer Marketing initiatives, strategic partnerships, and platform partner promos with Apple and Google to drive top-of-funnel growth.
- Directed global designers to ensure top quality content for user consumption and effective in and off-app marketing campaigns.

ÂNIMO | CMO HEALTHTECH STARTUP

October 2020 - August 2021

- Led all qualitative and quantitative marketing initiatives, from developing, deploying, managing, and optimizing the company's customer acquisition strategy to launching brand awareness and conversion campaigns focused on web traffic and app installs.
- Created the brand's visual identity and designed all creative assets. Drove the go-to-market strategy and execution of new ad formats.
- Engaged leads in every step of the inbound funnel, partnering with the Product team to leverage UX/UI design across all touchpoints.
- Mapped out the Lifecycle Marketing strategy to sustain new user engagement and monthly retention.
- Fostered partner relations and evangelized brand values with a focus on converting prospects and educating external stakeholders about different brand solutions.

ALL TYPE | CO-FOUNDER & HEAD OF CONTENT ONLINE AGENCY

March 2011 - October 2020

- Drove creative innovation working alongside local and international branches of five of the Big Six global agencies: Ogilvy, Frazca Saatchi&Saatchi, AlmapBBDO, McCann Worldgroup, among other award-winning organizations.
- Led, planned, and managed internal and external production and localization workflows, ensuring high quality delivery of all assets.
- Negotiated and oversaw quarterly contracts worth on average average R\$ 1.1m/year focused on conversion-driven communication.
- Oversaw approx. R\$ 1.4 million in media account management for global brands across search and social media platforms, including SEO/ASO, SMO, Social Media Marketing and PPC campaigns.
- Hired and managed a diverse team of 30 freelance copywriters, Content Marketing professionals and Creatives operating remotely.

IMPACT OVER THE YEARS

+50%

2021-2022 YoY increase in free to paid conversion rate.
@picsart

02

Businesses created from scratch to address the needs of markets that were severely underserved.

+20%

2021-2022 YoY increase in total number of new payers.
@picsart

10X

Grew client portfolio by an average of 90% per year during the business's first five years. @alltype

+25%

2021-2022 YoY increase in total billings.
@picsart

2.5K

Delivered over 2.4K digital campaigns, content marketing and digital media projects.
@alltype + @animo

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CORE SKILLS

Strategic Thinking
Storytelling with Data
Design Thinking: Customer Experience
Product Marketing
Content Creation & Branding

PPC, SEO, SMM Certified
Google Analytics + Adwords
Microsoft Office & iOS Suite
Commercial Acumen
Team & Stakeholder Management
Excellent Interpersonal Skills

LANGUAGES

English: Native
Portuguese: Native
Spanish: Working Proficiency

ACADEMIC BACKGROUND

CENTRO UNIVERSITÁRIO BELAS ARTES DE SÃO PAULO

Class of 2007

- + Bachelor's Degree in Communications
- + Specialized in Marketing and Advertising

PANAMERICANA | ESCOLA DE ARTE & DESIGN

2002 - 2004

- + Two-year course in Art & Design

GRADED | THE AMERICAN SCHOOL OF SÃO PAULO

Class of 2002

- + American and Brazilian Diplomas

EXPERIENCE ABROAD

Exchange Program

- + Los Angeles, California
 - + Well-traveled professional.
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