



LUCAS BOECHAT

GROWTH & MARKETING MANAGEMENT

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Marketing professional with 8+ years' experience across B2B SaaS and DTC e-commerce. I build and run end-to-end campaigns focused on demand generation, ABM, e-commerce growth, performance marketing and lifecycle marketing. Skilled in positioning and messaging, content strategy, CRM and automation, and paid media (Meta, Google, LinkedIn). Experienced with Shopify, WooCommerce, HubSpot, Salesforce, Mailchimp, Figma, and Adobe Suite. Comfortable owning projects from planning through execution and performance tracking. Most recently rebuilt tracking and paid media for a B2B packaging e-commerce: ROAS 0.3x to 14x, and YoY sales growth from +17% to +39%, on less ad spend. Repositioned a media-tech company, growing marketing-sourced pipeline 34% YoY. Launched and scaled Shopify stores.

EDUCATION

GROWTH LEADERS ACADEMY COMMUNITY
MASTER'S DEGREE IN MARKETING MANAGEMENT
BACHELOR'S DEGREE IN INTERNATIONAL RELATIONS

GLA Brasil (Remote) (01/2025 - Present)
IPAM Porto (09/2017 - 07/2020)
IBMEC Minas Gerais (Brasil) (02/2012 - 06/2017)

TOOLS & SKILLS

Certifications

- Inbound Marketing, SEO & Paid Media (HubSpot)
- Account-Based Marketing (ABM) (CXL)
- Salesforce Administrator (Udemy)

Marketing & Advertising

- Advertising: Google Ads, Meta Ads, LinkedIn Ads, Google Merchant Center
- SEO & Content Strategy: Semrush, Yoast, Moz
- Sales Enablement, Sales Navigator
- Growth Marketing, A/B Testing, Conversion Optimisation
- Marketing Automation: HubSpot, Mailchimp, E-goi

CRM & CMS

- CRM: Salesforce, HubSpot, E-goi

- CMS & E-commerce: Shopify, WooCommerce, WordPress, HubSpot

Design & Multimedia

- Graphic & Video Editing: Figma, Adobe Suite, Canva
- Creative Asset Development: Design, Video Production, UX/UI Elements

Data & AI Tools

- Analytics & Tracking: Looker Studio, GA4, GTM, Meta CAPI, Reporte
- LLM/AI (Vibe Coding, Content, SEO, Automation): ChatGPT, Claude, Gemini, Firefly

Business Strategy

- Strategic Planning & Business Analytics
- Project Management & QBR Reporting
- Cross-Functional Collaboration

Languages

- Portuguese (native), English (fluent)

EXPERIENCE

E-COMMERCE & PERFORMANCE MARKETING SPECIALIST

100metros (Portugal) (06/2026 - 10/2026) [B2B Packaging E-commerce]

Owned paid acquisition and e-commerce performance for a B2B and B2C WooCommerce packaging store. Q3 2026 vs. January to May:

- Rebuilt conversion tracking: WordPress plugin to Google Tag Manager, Meta Conversions API and Google Tag Gateway (Cloudflare)
- Relaunched Google and Meta on a sales objective and target CPA: blended ROAS 0.3x to 14x, while YoY e-commerce sales growth rose from +17% (Jan-May) to +39% (Jul-Sep) and monthly ad spend fell 18%
- Google: Search by product category while the Merchant Center feed was limited, ROAS 0.3x to 10x, CTR tripled to ~9%. Meta: sales campaign by catalogue category, purchases up 36x, cost per purchase down 97%
- Fixed the Merchant Center feed, reorganised the Meta catalogue, ran bulk imports (8,000+ variations) and planned the Shopify migration

GROWTH MARKETING & E-COMMERCE PARTNER

Foz Tua (Porto, Portugal) (08/2023 - Present) [Douro Winery]

Built and manage the full Shopify e-commerce operation for a premium Douro winery. Lead digital strategy, growth marketing, paid campaigns, SEO, CRM, lifecycle email and partnerships. Strengthened social presence, growing Instagram followers by 36% and driving direct revenue through organic and paid multi-channel campaigns.

MARKETING & OPERATIONS DIRECTOR

Loving Cats Worldwide (Porto, Portugal) (07/2025 - 11/2025) [Global Events & Influencer Marketing]

Rebuilt e-commerce operations, Shopify store creation and operations, ticketing flow development, paid media campaigns, email marketing, and product and partnership initiatives. Grew revenue 3.2x (+220%) in the first 30 days after relaunch, with ~3.5x ROI on an average daily ad spend of ~€130.

DIGITAL MARKETING LEAD

TransMedia Dynamics (Chippenham, UK - Remote) (05/2023 - 12/2024) [Media Tech Software]

Led marketing for a media-tech software company, reporting to the CEO.

- Grew marketing-sourced SQL pipeline 34% YoY, from £1.97M to £2.65M, through ABM and inbound demand generation across the UK, US and Australia
- Led the rebrand and website migration, and produced content for email, social, web, PR and sales enablement
- Owned marketing strategy and budget planning, CRM administration and key trade shows

CO-FOUNDER & DIGITAL MARKETING MANAGER

A Toca do Jerry (Porto, Portugal) (11/2022 - 04/2023) [e-commerce]

Built a family-owned pet supply e-commerce, managing marketing, communications, design and operations, from product catalogue and branding to customer support.

CONTENT WRITER & SEO EXPERT

Körber Digital (Körber AG) (Porto, Portugal) (06/2022 - 11/2022) [AI Venture Builder]

Managed content creation for all marketing channels and led SEO efforts, from audits and planning to implementation for new websites. Produced analytics reporting with Google Data Studio, SEMrush and GA4 to shape content strategy. Grew organic traffic 25% in three months.

DIGITAL MARKETING MANAGER

Hellodev (Barcelos, Portugal) (06/2021 - 05/2022) [Web Agency]

Led a small cross-functional team (designer and web developer) delivering marketing and web development services. Responsible for content marketing, social media management, paid media campaigns and client-facing project management.

DIGITAL MARKETING SPECIALIST

Eurotux S.A (Braga, Portugal) (03/2020 - 03/2021) [Tech/IT]

Responsible for copywriting, web writing, social media management, blog and newsletters, analytics, SEO and lead generation. Planned the information architecture and content strategy for the new corporate website, which improved lead generation by 30%.

DIGITAL MARKETING FREELANCER

Axon Studio (Matosinhos) (04/2019 - 10/2019) · Braver Media Group (São João da Madeira) (05/2019 - 10/2019) · Dreamcode (Porto) (12/2018 - 05/2019) [Agencies]

BLOG GHOSTWRITER

Rock Content (Brasil) (02/2016 - 09/2017) [SaaS/Agency]