

Ex-lawyer turned fintech marketer. Head of Marketing at OpenBB, building brand, content, and growth for AI-powered analytics in the finance industry. Five years of marketing experience across content strategy, partnerships, product launches, and community building.

01 MY WORK AT OPENBB

PRODUCT MARKETING

Driving GTM from positioning to activation

- Lead go-to-market execution for **15+ product launches** — participating in leadership OKR and product meetings, translating discussions into positioning, messaging, and organic campaigns that drive activation
- Maintain and update the OpenBB website with minimal engineering support, driving consistent organic inbound
- Produce sales support materials for enterprise conversations

PARTNERSHIPS & PR

Turning partnerships into distribution

- Coordinated the launch of the OpenBB App Marketplace involving **20 partners** — aligning announcement timelines, producing visual assets and joint blog posts, and ensuring consistent messaging across channels
- Coordinated **10+ joint product announcements** with partners like Snowflake
- Own case study production and write joint press announcements

CONTENT MARKETING

Making complexity worth reading

- Write blog posts and case studies for a technically-minded audience
- Edit and produce video content — from product demos to campaign videos
- Optimize content for SEO and GEO across Google, ChatGPT, and Perplexity

SOCIAL, EVENTS & EMAIL

Growing an audience organically

- Lead social media strategy across LinkedIn and X — brand awareness with no paid ads, no outbound — **240%** LinkedIn growth in 3 years
- Plan and execute presence at events like FutureAlpha (NYC) and Open Core Summit (SF) — owning assets, logistics, pre/post social campaigns
- Run a product newsletter focused on long-term retention with an average of **>29% email open rate** in over 92k emails sent over the past year

CORE SKILLS

Positioning Copywriting Content Strategy
Partnership Management PR Writing
Brand Strategy Brand Voice Community
Events Email Marketing Video Editing
SEO / GEO

TOOLS & PLATFORMS

- **Design:** Figma, Adobe Creative Suite, Jitter
- **Video:** Descript, Premiere
- **AI:** Perplexity, Claude, Antigravity
- **Analytics:** PostHog, Dub.co
- **CRM & Email:** HubSpot, Mailchimp, 20 CRM
- **SEO:** Semrush, Mangools

EDUCATION

Advanced Digital Marketing (60h)

EDIT. Disruptive Digital Education
2023

PG Business Law & Technology

NOVA School of Law · Lisbon
2020 – 2021

Bachelor's in Law

Coimbra Law School
2016 – 2020

LANGUAGES

Portuguese — Native
French — Elementary

English — C1
Mandarin — Intro

02 EXPERIENCE

● Digital Marketing Specialist → Head of Marketing

OpenBB · New York, US (Remote)
Jun 2023 – Present

● Marketing Advisor

Genius Acropolis (now Because Group) · Athens (Remote)
2022

● Trainee Lawyer

Valério Figueiredo & Associados · Lisbon
2021 – 2023

● Event Marketing & Production

Songbook Produções · Coimbra
2019 – 2023

● Founder

Mihi Jewelry · Coimbra
2020 – 2023

● VP Marketing → Secretary General → Intl. Assistant

ELSA · Coimbra / Portugal / Brussels
2018 – 2021