



# Gustavo Anschau

## Digital Marketing Manager

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📍 Mannheim, Germany

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With 4 years in Digital Marketing, I've mastered strategy development, maximized organic/paid traffic, managed platforms with 12M+ followers, created branded content, analyzed results, and improved media performance. My strategies led to 100K+ followers for my personal brand.

## Work Experience



**Zamann Pharma Support** (07/2022-12/2023) - 1y 5m.

**Digital Marketing Specialist**

📍 Lampertheim, Hessen, Deutschland

- Planned and executed online marketing campaigns, including email marketing, webinars, online communities, and ads.
- Created and updated all sales and marketing materials, such as presentations, proposals, and case studies.
- Identified and collected contact data of relevant prospects fitting the company's target segments.
- Tracked and optimized KPIs with detailed reporting.
- Supported the setup of processes and seamless data integration with CRM (Hubspot).
- Conducted initial sales qualification calls for inbound leads.
- Managed the e-commerce platform ensuring seamless user experience and integration with marketing campaigns.



**Bandeirantes Group** (03/2021 – 03/2022) - 1y

**Marketing Media Strategist**

📍 São Paulo, Brasilien

- Developed strategic marketing plans for advertising brands across various communication channels (Digital, TV, Radio, OOH).
- Managed merchandising actions for programs such as Masterchef and Formula 1.
- Ran digital campaigns and analyzed results for sponsors.
- Created and organized all sales and marketing materials, including presentations, proposals, and case studies.



**LG Electronics Brazil** (07/2019 – 03/2021) - 1y 9m

**Digital Marketing Analyst**

📍 São Paulo, Brasilien

- Managing the company's media platforms with over 12 million followers and users
- Provide digital consultation, brand analysis, insights and social listening to business units.
- Develop media briefings and strategies, analyze campaign metrics and be responsible for all branded content on LG.com
- Implement local landing pages and product pages in close collaboration with headquarters to meet global and regional requirements.

- Regionalized global materials.
- Assisted in organizing events to promote access to medicines in the business-to-government sector.
- Managed budget and contracts, working with agencies for necessary revisions.

## Education

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**Bachelor of Advertising and Marketing (4 years)**Escola Superior de Propaganda e Marketing  
Brazil - Institution ANABIN: H+ A4

## Certifications

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**Hubspot**Digital Marketing & Hubspot Marketing Hub Software  
Credential ID: d345907bf69e403a8595bbdbd77c6860**University of London**Brand Management: Aligning Business, Brand and Behaviour  
Credential ID SGHUGQAECKA4**Google**Principles of Digital Marketing: Analytics, SEM, SEO, UX, CRM and e-commerce.  
Credential ID JSL FCR L97**Meta**Ads and Targeting  
Branded Content  
Optimization of A/B campaigns,  
GDPR (+)

## Skills

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B2B digital marketing strategies; Lead generation and sales qualification; CRM management; KPI tracking and optimization: SEO, SEM, and Google Ads; Excellent oral and written communication in English; Data analysis and reporting Event planning and execution.

## Tools

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Hubspot; Semrush; Sprinklr; Hootsuite; Canva; Mailchimp; Zapier; Chat GPT; LLMs; Midjourney; Jira; Confluence; Photoshop; Final Cut, Wix; WordPress; +

## Language

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- 🇧🇷 Portuguese: Mother tongue
- 🇺🇸 English: Business fluent - level C1
- 🇩🇪 German: Level C1 (active learner)
- 🇪🇸 Spanish: Basic knowledge - level B1

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