

# Gustavo Anschau

## **Digital Marketing Manager**

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Mannheim, Germany



gustavoanschau.com

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.



Lampertheim, Hessen, Deutschland

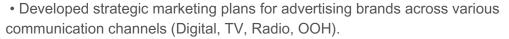
- Planned and executed online marketing campaigns, including email marketing, webinars, online communities, and ads.
- Created and updated all sales and marketing materials, such as presentations, proposals, and case studies.
- Identified and collected contact data of relevant prospects fitting the company's 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 **Marketing Media Strategist**

(03/2021 - 03/2022) - 1y

São Paulo, Brasilien



- 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 **Digital Marketing Analyst**

(07/2019 - 03/2021) - 1y 9m

O 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.



## Boehringer Ingelheim

(01/2019 - 06/2019) - 6m São Paulo, Brasilien

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

### Education



#### Bachelor of Advertising and Marketing (4 years)

Escola Superior de Propaganda e Marketing Brazil - Institution ANABIN: H+ A4

#### Certifications



#### 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

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**

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

## Language

Portuguese: Mother tongue

English: Business fluent - level C1 German: Level C1 (active learner)

Spanish: Basic knowledge - level B1

Check some projects



