

CAMILA JAQUECHESK FERREIRA DA SILVA

MARKETING | PRICING | CUSTOMER SUCCESS

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PROFESSIONAL SUMMARY

Versatile and results-driven Marketing professional with over 3 years of experience in multinational B2B environments across LATAM, managing the full spectrum of strategic planning, Go-to-Market execution, content creation, social media, and large-scale event coordination. A foundational background in Customer Success and Pricing Intelligence provides a unique lens for crafting campaigns that are creatively compelling while remaining strategically grounded in real customer insights and market dynamics. Adept at fostering cross-functional synergy with Sales, Product, R&D, and Finance, I ensure seamless alignment with overarching business goals, overseeing complex projects from conception to flawless execution with rigorous attention to budget adherence and timeline discipline. I combine sharp analytical acumen with exceptional interpersonal skills to translate complex data into actionable business intelligence, driving high-impact marketing initiatives that bolster revenue growth and strengthen brand equity. Passionate about brand storytelling and innovation, I am committed to delivering cohesive, sustainable growth while adding measurable value to globally distributed, high-performance teams.



TECHNICAL TOOLKIT

- **Productivity & Collaboration:** Microsoft Excel (Advanced) · PowerPoint · Word · Outlook · Teams · Google Workspace
- **Design & Multimedia:** Canva · Adobe Illustrator · Photoshop · Premiere Pro · CapCut · Figma
- **Business Systems:** SAP · Salesforce CRM · TOTVS · RD Station · HubSpot
- **Analytics & Development:** Python (Basic) · Data visualization & dashboarding · Power BI



CORE SKILLS & COMPETENCIES

Strategic & Functional Expertise

- Marketing Communications (MarCom)
- Strategic & Digital Marketing
- Go-to-Market (GTM) Strategy
- Event Planning & Trade Show Management
- Pricing Strategy & Analysis
- Market Research & Competitive Intelligence
- Customer Success & CRM
- Data Analysis & Business Intelligence
- Executive Reporting & Presentation Design
- Branding & Content Creation
- Social Media Marketing & Copywriting
- Internal Communications
- Project Coordination & Cross-functional Collaboration
- AI Proficiency

Interpersonal & Leadership Attributes

- Analytical Thinking
- Problem Solving
- Strategic Mindset
- Stakeholder Management
- Customer-Centric Orientation
- Cross-functional Collaboration
- Leadership
- Adaptability
- Organization & Time Management
- Attention to Detail
- Proactivity
- Results Orientation
- Business Acumen
- Emotional Intelligence

Applied Technical Skills

- Marketing Analytics
- Campaign Planning
- Product Positioning
- Customer Journey Mapping
- Customer Experience (CX)
- Commercial Strategy
- Sales Enablement
- B2B & Industrial Marketing
- LATAM Market Operations
- Budget Oversight
- KPI Tracking
- Dashboard Reporting
- Marketing Performance Analysis



EXPERIENCE

• H.B. Fuller - Marketing Specialist

April 2026 - June 2026

Spearheaded product marketing initiatives for the LATAM region, driving go-to-market strategies, regional campaign execution, and commercial event orchestration. Directed the planning and coordination of trade shows, developed comprehensive marketing collateral, and partnered closely with Sales, Pricing, Product Management, and R&D to ensure seamless alignment between business imperatives and customer expectations. Managed multiple concurrent projects within a dynamic global matrix, consistently delivering on time and above quality benchmarks.

• H.B. Fuller - Pricing Analyst

November 2024 - March 2026

Supported the formulation of pricing strategy through rigorous market analysis, competitive evaluations, and performance metric reporting. Collaborated cross-functionally with Sales, Marketing, and Finance to identify profitable pricing opportunities, refine decision-making frameworks, and guarantee that pricing structures remained congruent with overarching business objectives across LATAM markets.

• H.B. Fuller - Marketing Intern

February 2023 - November 2024

Contributed to the development and execution of communication and marketing strategies for industrial product lines. Assisted in the production of marketing assets and internal communications, participated in market research efforts, and supported customer-focused initiatives that enhanced brand positioning and stakeholder engagement.

• Linx - Customer Success Assistant

October 2021 - February 2023

Delivered comprehensive support to retail and technology clients, guiding them toward optimal product adoption and resolving technical and operational challenges throughout their lifecycle. Collaborated intimately with internal teams to elevate customer satisfaction, bolster retention rates, and elevate overall service delivery standards.

• Linx - Customer Success Intern

February 2021 - October 2021

Facilitated client onboarding, managed daily support requests, and executed operational tasks to ensure a frictionless customer experience. Cultivated strong communication, troubleshooting, and organizational capabilities while thriving in a fast-paced, team-oriented environment.



EDUCATION

Centro Universitário FMU | FIAM-FAAM

July 2026 – In Progress

Postgraduate Program in Big Data & Marketing

ESAMC – Escola Superior de Administração, Marketing and Communication

August 2022 – June 2026

Bachelor's Degree in Advertising and Marketing

UNESP – São Paulo State University

January 2020 – June 2022

Bachelor's Degree in Public Relations and Image Management

ETEC – Technical State School of São Paulo

February 2016 – December 2018

Technical Degree in Environmental Studies



LANGUAGES

Portuguese: Native Language

English: Advanced

Spanish: Pre-Intermediate

Chinese: Learner