



Henrique Marcondes Saraceni

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Profile

Bilingual professional (Portuguese/English), proactive, with international education in the United States and over six years of experience in digital marketing, growth hacking, strategic planning, and consulting. Skilled in brand management, digital campaigns, SEO, paid traffic, and applying artificial intelligence to business. Former high-performance swimmer with an athletic scholarship in the U.S., bringing discipline, resilience, and a results-oriented mindset.

Experience

Marketing Consultant – Enriching

2025 - Present

- Search Engine Optimization (SEO).
- Social Media Management
- Online Advertising Campaigns.
- Website Development & Design.

Marketing Director – Podemos Party

Municipal Elections 2024 - Ribeirão Preto, BR

- Directed the digital marketing strategy for the party's candidates.
- Achieved +1,000 votes compared to 2020, even with fewer candidates.

Marketing & Operations Manager – Nalata

Oct 2023 - Jan 2025

- Launched the Nalata.Shop web app.
- Led administrative and financial restructuring.
- Generated over R\$1 million in sales.
- 24,000+ invoices issued.
- Led online and offline marketing campaigns.

Marketing & Operations Manager – Mastro

Mar 2022 - Dec 2023

- Co-managed global marketing and operations for Mastro Agency.
- Implemented white-label software solutions.
- Structured sales strategy, business processes, compliance, and recruitment/training programs.

Growth Hacker - Arqplace

Sep 2020 - May 2021

- Led SEO, paid and organic traffic campaigns.
- Increased sales by 342%.
- Developed institutional branding strategy.
- Expanded online reach and conversions.
- Managed supplier onboarding and recruitment.

Social Media Manager - Experience Club

May 2019 - Dec 2019

- Created and managed social media content.
- Executed paid advertising campaigns (LinkedIn, Meta Ads, Google Ads).
- Managed live social coverage of corporate events.
- Increased Instagram followers by +10,000.

Social Media Intern - Swimming World Magazine

Sep 2018 - May 2019

- Created and shared social media content.
- Managed international social media platforms.
- Reported live competition results online.

Sales Associate - K-Fit Nutrition

Jan 2017 - Jun 2017

- Customer service and supplement sales.

Professional Swimmer – Brazil & USA

2009 - 2020

- National finalist in Brazil and the United States.
- Awarded an athletic scholarship in the U.S.

Education

Union College – Kentucky, United States of America – May of 2021

Bachelor of Science in Business Management & Marketing - Social Media Management Certificate - Philosophy Minor - Presidential Laureates (*Spring 2019*) - H. B Jones Business Enterprise Award (*2019*) - Rev. Charles Hansel Award for Religion and Philosophy (*2020*).

Languages & Skills

- **Languages:** Portuguese (native), English (fluent), Spanish (intermediate).
- **Skills:** Digital Marketing, Growth Hacking, SEO, Paid Traffic, Branding, AI applied to Business, Google Ads, Meta Ads, LinkedIn Ads, Microsoft Ads, Google Analytics, Looker Studio, Google Search Console, Meta Pixel, Google Tag Manager, Canva, Make, Zapier, Microsoft Office, Google Workspace, Wix, Monday.