

# Natan Prattes Bomfim de Jesus

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**MARTECH | DIGITAL MARKETING & GROWTH | UX/UI & PROJECT MANAGEMENT**

## Summary

I am a data-driven Marketing professional with experience in website development (WordPress), performance optimization (SEO, UX/UI), and content management. I use data analysis via Google Analytics (GA4) and dashboards to translate complex metrics into actionable insights to optimize customer acquisition and drive revenue growth. With an MBA in Marketing, Branding, and Growth from PUC-RS, I implement advanced scaling and brand positioning strategies to drive measurable results.

## Skills

- **Data Analysis** – GA4, Power BI, Excel, SQL
- **Digital Marketing** – SEO, GEO & SEM, Email Marketing, Paid Media, Social Media Management, Content Marketing, A/B Testing
- **Tools & Platforms** – WordPress, Canva, HubSpot, CapCut
- **Languages** – Portuguese (Native), English (Advanced), French (Basic)
- **Innovation** – Predictive Analysis with GenAI (Prompt Engineering)

## Experiência Profissional

**Digital Marketing Consultant – RGV Eventos (Corrida & Samba) | Aug/2024 – May/2025**

- Led the Instagram content and performance strategy, using engagement metrics analysis to optimize content production and achieve a **280% increase** in the follower base.
- Optimized the user conversion journey by applying information architecture to the registration platform and landing page to simplify the purchase process, resulting in a **60.7% increase** in sign-ups.
- Developed dashboards in Power BI and GA4 to monitor sales KPIs in real time, generating reports with insights that directly guided resource allocation decisions.
- Structured and executed email marketing campaigns in HubSpot, implementing list segmentation and A/B testing to nurture leads and drive registration sales.

**Administrative Intern / CRM and E-commerce – Grupo ShopMix | Jun/2023 – Jan/2024**

- Managed the billing cycle for a portfolio of over 300 subscribers, ensuring billing accuracy and payment tracking.

- Used the CRM system to record and analyze customer interactions, contributing to the maintenance and management of the subscriber base.
- Prepared periodic financial reports for management, consolidating billing and expense data to support decision-making.

## **Education**

- MBA in Marketing, Branding and Growth – PUC-RS (*May/2026*)
- Technical Degree in Business Administration – SENAC (*Jan/2024*)
- Bachelor's Degree in Aeronautical Sciences – UNESA (*Dec/2022*)

## **Certifications & Professional Development**

- Google Digital Marketing and E-commerce – Google
- Google Analytics 4 License – Google
- Data Analysis with Power BI – Senac
- SQL Databases – Senac
- UX Design – Senac RJ
- Google Prompting Essentials – Google
- Google Project Management – Google