

# PEDRO FERNANDES

SENIOR DIGITAL MARKETER



## PROFILE

Strategy and results driven digital marketer with more than 7 years of experience building paid and organic marketing funnels for companies.

## EDUCATION

2010-2015  
**GINYARD UNIVERSITY**  
Bachelor in Digital Marketing

## SKILLS

- Paid acquisition
- Web Analytics
- Search Engine Optimization
- Email Marketing

## EXPERIENCE

2015-2016

### Larana, Inc

- Strategized, developed and managed paid digital marketing across platform
- Develop robus conditional email campaign based on customer / team interactions

2016- presents

### Arrowai Industries

- Launch SEO Campaign for high volume and tall keywords
- Creating reporting around paid marketing funnels, increased kit sales for 200%

## CONTACT

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