

PRISCILLA BULHÕES

Marketing Analyst | Regulated Industries: Legal, SaaS, and Fintech

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PROFESSIONAL SUMMARY

Marketing analyst with 5+ years across B2B SaaS, U.S. legal services, and public sector technology, running full-funnel marketing end to end: CRM and marketing automation, content and SEO, paid campaigns, and analytics. Law degree and postgraduate work in law, innovation and technology, applied to regulated industries where communication carries risk. Managed CRM operations across a 661,000-contact database, increased qualified lead conversion by 25%, and established organic search as the primary acquisition channel at 51.49% of total traffic.

CORE COMPETENCIES

CRM and Marketing Automation | Email Marketing | Lifecycle Marketing | Lead Generation | Demand Generation | Marketing Analytics | Technical SEO | On-Page SEO | Keyword Research | Conversion Copywriting | Direct Response | UX Writing | Landing Page Optimization | A/B Testing | CRO | Content Strategy | B2B Marketing | B2G Marketing | SaaS Marketing | Regulated Industries | CAC and ROI Analysis

TECHNICAL SKILLS

CRM and Automation: ActiveCampaign, Brevo, advanced segmentation, email sequences, lifecycle marketing

Analytics and Performance: Google Analytics 4 (GA4), Google Tag Manager, Google Search Console, Semrush, Google Ads, LinkedIn Ads

Content and SEO: technical SEO, on-page SEO, keyword research, schema markup, conversion copywriting, direct response, VSL, UX writing, landing pages, newsletters

CMS and Design: WordPress, Elementor, Wix, Canva

Project Management: ClickUp, Bitrix, Trello, Notion, Airtable

AI Tools: advanced prompting in Claude, ChatGPT, Gemini

PROFESSIONAL EXPERIENCE

SEO Consultant (Freelance) | Roda Cultural | Salvador, Brazil (Remote)

Oct 2025 – Dec 2025

Editorial portal for culture, concerts, and alternative events in Bahia.

- Structured the project in ClickUp with goals, responsibilities, and deadlines, giving the client full visibility into every deliverable
- Integrated GA4 and Google Search Console via Site Kit, establishing the project's first reliable data tracking layer
- Conducted a full technical SEO audit, reducing site errors by 73% (from 60 to 16) and eliminating 481 warnings
- Restructured categories and tags, and implemented structured data to optimize for local search
- Established organic search as the primary acquisition channel, driving 51.49% of total traffic and achieving the site's highest engagement rate (53.34%)
- Generated 32,000 impressions with an average Google ranking position of 7.4

Marketing and Operations Analyst | Immigration & Nationality Law Group | United States (Remote)

Jul 2024 – Jul 2025

Premium law firm specialized in U.S. immigration and visa cases.

- Directed end-to-end B2B and high-ticket client acquisition strategies
- Launched the firm's LinkedIn newsletter from zero, reaching 1,053 subscribers in three months and more than 10,000 organic views on technical articles
- Built LinkedIn campaigns and creative assets for the H-1B visa lottery, bringing in 11 qualified clients through segmented nurture
- Rebuilt the firm's website and developed conversion-oriented landing pages
- Increased qualified lead conversion by 25% through A/B testing
- Grew direct visa inquiries by 60%
- Developed the brand's multichannel content strategy: SEO blog, website copy, social media, video, and stories

Marketing and CRM Analyst | MEI Gestor (Proload) | Goiânia, Brazil (Remote)

Jul 2023 – Jul 2024

Financial management SaaS for micro-entrepreneurs.

- Conducted a full audit of 7 ActiveCampaign automations for a database of 661,000 contacts
- Optimized critical email flows, raising open rates from a range of 1.65% to 11% up to 19.4%, with peaks of 63% open rate and 21.9% CTR in segmented flows
- Sent 631,000 emails in a single automation cycle at a 95.37% send rate, driving more than 21,500 clicks back to the app
- Built a billing email sequence that reached 36% open rate on the first email and 10.4% CTR, with direct revenue impact
- Led Ideal Customer Profile (ICP) research and pain-point mapping, translating findings into a data-driven Instagram content strategy
- Produced artwork for the app and Instagram, plus copy for email marketing, blog articles, and internal materials, with a focus on UX writing and retention

Product Marketing Analyst | Proload | Goiânia, Brazil (Remote)

May 2022 – Jul 2023

Technology company focused on process automation and cost reduction for businesses. Led marketing strategy for three in-house products at the same time, each with a distinct audience and business model.

Convergefey (B2B omnichannel platform)

- Rebuilt the digital presence, wrote the website copy, launched the Instagram profile, and produced creative assets for paid traffic campaigns
- Developed acquisition and retention materials (ebooks, visual assets, web interface elements)

Biotina Hair (B2C hair supplement)

- Developed the structure and copy for a direct response Video Sales Letter (VSL) targeting cold traffic
- Created artwork and copy for email marketing

MEI Gestor (financial management app)

- Managed automations for a base of more than 660,000 contacts in ActiveCampaign, auditing flows and rewriting the worst-performing subject lines. This work became a dedicated engagement in July 2023

Marketing Communications Consultant (Freelance) | Cidade Ágil Consultoria de TI | São Paulo, Brazil (Remote)

Jan 2022 – Mar 2022

Digital transformation firm for public sector management, specialized in ERP (SAP/Oracle) and Proof of Concept work for public procurement.

- Led B2G communications for an Oracle ERP implementation at a Brazilian federal public bank, working alongside both the technology and operations teams
- Translated the ERP rollout into materials staff with no technical background could act on
- Produced the program's core communication assets: system manuals, rollout announcements, and department-level communication flows (Accounting, Controllership, Procurement, and Logistics)

Customer Success Assistant | K9 Agency | Rio de Janeiro, Brazil (Remote)

2021 – 2022

Marketing agency focused on digital presence and performance.

- Managed direct communication with the client portfolio, ran onboarding for new accounts, and presented data-driven performance reports
- Administered data and daily routines in the agency's CRM, building content calendars and social media content
- Monitored Google Ads campaigns and optimized ad copy and creative, reporting performance shifts to the account team

E-commerce Assistant | Beat.Co | Brazil (Contract, Remote)

2020

Premium fitness fashion brand. E-commerce operations and customer service.

- Managed the e-commerce operation in WordPress (catalog, pricing, images, and copy) and maintained email marketing funnels
- Issued invoices through the Bling ERP, managed shipping logistics, and coordinated launches integrated with the physical store
- Handled customer service on WhatsApp: direct sales, product questions, tracking codes, and product exchanges

EDUCATION

Extension Course, Strategic Data-Driven Decisions | ESPM | 2026 (in progress)

Postgraduate Certificate, International Digital Marketing | ESPM | 2022 – 2024

Postgraduate Certificate, Law, Innovation and Technology | Faculdade CERS | 2021 – 2022

Bachelor of Laws (LL.B.) | Centro Universitário Wyden | 2015 – 2020

LANGUAGES

Portuguese (native) | English (professional working proficiency) | Spanish (intermediate)