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Paula Rúpolo, Head of Marketing

Experienced technical & creative Marketing partner with a track record of over 10M revenue generated for startups & scale-ups. Leading multi-functional teams to growth mixing creativity with data-driven insights.

Details

Nationality Spanish, Brazilian

Employment History

Head of Marketing at APRICOAT, USA

October 2020 — May 2022

eCommerce. Scaled up this D2C lifestyle brand to 7 figures, with 8x growth Y/Y leading to a 2M USD seed round. 360° Digital Marketing strategy, planning and implementation, with technical knowledge in Shopify Plus, e-mail marketing/SMS tools (US market), CRO, paid social, affiliate, influencer marketing, automation, segmentation, retargeting, lifetime cycle funnel, loyalty and rewards, re-branding, content creation and such. Strategised and managed performance marketing channels (Search, Social, Affiliate, Email/SMS), as well as supported the launch of new products online, crowdfunding campaigns, customer success and more.

Stack: Shopify, Shopify Plus, Klaviyo, Attentive, Postscript, Inner Circle (UGC), Privy, Convertize, Loomi, Recart, Google Suite + Data Studio, Adobe Suite, CSS/HTML.

Head of Marketing at Printsome, UK

January 2019 — July 2020

Lead the Marketing team for all products (B2B, MVP SaaS, and Enterprise Merchandising) with the mission of generating growth while aligning the overall Business Development with the Marketing spend and to optimize budgets. Implementation of a new automation tool (Autopilot — migrated from Salesforce Pardot), new Marketing team management dynamics, OKRs implementation, SEO and Content Marketing revamp, SEM, PPC, CRO and growth hacking tactics, Inbound and Outbound marketing, alongside a small team.

Country Manager at Printsome, Spain

March 2017 — March 2019

Director of the spanish operations & partner of Printsome (B2B). Business development at 360°, which includes: Sales, Operations, Supply Chain Management (Salesforce CRM), Process Implementation, Project Management, Recruiting & HR, Customer Success, PPC, Online Marketing (SEO / CRO / Content Marketing), branding, PR, etc. Revenue growth Y/Y of 80%.

Head of Design at Printsome, UK

April 2013 — March 2017

Lead designer & partner for the startup, including the implementation of processes with Design Thinking and Design Sprints. 360° design view from the Visual Identity to

Online Marketing material (newsletters, website UX/UI, landing pages, A/B testing for lead generation, internal documentation etc) to internal processes for the Pre-press management department. Applied agile methodologies/SCRUM with a personal twist. ;)

Graphic Designer at Estudio Mariscal, Barcelona

April 2011 — September 2011

Graphic designer at spanish artist & designer Javier Mariscal's estudio, at Palo Alto Barcelona. Adaptation of visual creations to several graphic materials, such as brand & identity, online banners, event communication banners, posters, merchandising, etc. Also helped with the new studio's website imagery, making visual applications in mockups and object photography.

Art Director at Custom Publisher, São Paulo

March 2008 — May 2010

From Art Assistant, to Photography Editor to Art Director in two years. Direction of the Art Department and conceptualization of projects for Brazilian custom publisher specialized in the coffee sector, in editorial, online, print, events and visual communication projects. Department management, reunions with clients, team leading, budget administration and freelance hiring, photoshoots production and Art Direction for editorial.

Education

Digital Business Strategy, Columbia University

2022

Communication & Leadership, ESADE

2022

B.A. Graphic Design, SENAC

February 2004 — December 2008

Links

www.paularupolo.com

Skills

- | | |
|------------------------------------------|-----------------------------------------|
| <input type="radio"/> Marketing Strategy | <input type="radio"/> Business Strategy |
| <input type="radio"/> Problem Solving | <input type="radio"/> Entrepreneurship |
| <input type="radio"/> Leadership | <input type="radio"/> Growth Hacking |

Hobbies

Arts, Design, Basketball, Hiking, Volunteering

Languages

- | | |
|-------------------------------------------------|-------------------------------------------------|
| <input type="radio"/> Portuguese Native speaker | <input type="radio"/> English Highly proficient |
| <input type="radio"/> Spanish Highly proficient | <input type="radio"/> Catalan Working knowledge |