



Barcelona, Spain  
+34 682666792 · paularupolo@gmail.com

## Paula Rúpolo, Head of Marketing

Experienced technical & creative Marketing partner with a track record of over 13M revenue generated for startups & scale-ups. Leading multi-functional teams to growth mixing creativity with data-driven insights.

### Details

Nationality  Spanish, Brazilian

### Employment History

#### Growth/Performance Lead at Wikiloc, Spain

November 2023 — Present

B2C SaaS. Helping create the Growth Marketing department for an outdoor navigation app. Focus on Performance channels campaigns (Google/Meta/Apple), SEO, and ASO. Branding, E-mail marketing, Funnel Optimisation, CRM, Analytics.

#### 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 UK & Spain, 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 Marketing automation CRM 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

Co-founder and Director of the Spanish operations of Printsome (B2B), launched on March 2017. Business development 360°, which includes: Sales, Operations, Supply Chain Management, Process Implementation (Salesforce CRM), Project Management, Recruiting &

HR, Customer Success, PPC, Online Marketing (SEO / CRO / Content Marketing), branding, PR, etc. Revenue growth Y/Y of 80% steady.

## 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, production and Art Direction for editorial.

### Education

#### Digital Business Strategy, Columbia University

2022

#### Communication & Leadership, ESADE

2022

#### B.A. Graphic Design, SENAC

2004 — 2008

### Links

[www.paularupolo.com](http://www.paularupolo.com)

### Skills

- Growth Marketing
- Leadership
- Entrepreneurship
- Business Strategy
- Automation

### Languages

- English Highly proficient
- Catalan Working knowledge
- Spanish Highly proficient
- Portuguese Native speaker