

# ANDRE GONSALVES

Marketing Professional

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**Portfolio:** www.andregonsalves.com

## SKILL SET

Lifecycle Marketing  
Email Campaigns  
SMS Marketing  
Digital Marketing  
Branding  
Storytelling  
Campaign Ideation  
Graphic Design  
Web Design  
Social Media Marketing  
Ambassador Management  
Influencer Marketing  
Partnerships  
Content Management  
Photography  
Video Production

## TOOLBOX

Mailchimp  
Constant Contact  
Active Campaign  
Intercom  
HubSpot  
Iterable  
Bronto  
Critical Impact  
Hellobar  
Chargebee  
Chat GPT  
Midjourney  
Customer.AI  
Wordpress  
Magento  
Google Analytics  
Google Ads  
Adobe Creative Suite  
Final Cut Pro  
Sprout Social  
Hootsuite  
Later  
Big Commerce  
Shopify

## CERTIFICATIONS

HubSpot Inbound  
AIARE Level 1

## SUMMARY

A motivated and creative marketing professional with over 7 years of experience planning and executing marketing strategies. Skilled with a wide range of tactics and tools that strengthen brand performance. Adept at managing complex projects from concept to completion.

## EXPERIENCE



### HARVEST HOSTS

- **Lifecycle Marketing Manager | June 2023 - Present**  
Responsible for directing all lifecycle marketing strategies and orchestrating campaigns, customer journeys, and audience segmentation for acquisition and retention efforts. Collaborate with teams to implement audience experiments and data-driven tests for continuous improvements. Synchronized campaigns to align with broader company goals and overall marketing KPIs.
- **Email Marketing Manager | June 2022 - June 2023**  
Lead efforts to drive impactful email, SMS, and in-app push campaigns optimized for audience engagement. Generated improvements in email strategy, list growth, conversion rates, and customer loyalty.
- **Email Marketing Specialist | December 2021 - June 2022**  
Drove effective email campaigns designed for conversions and education. Analyzed data and metrics to strengthen communication tactics. Contributed with graphic design and copywriting to enhance all outgoing emails and in-product messages.



### FREELANCE MARKETING

#### Self-employed | January 2021 - December 2021

Worked with several small to medium-sized businesses to optimize digital marketing performance. Developed email marketing strategies, increased social media growth, and improved web and E-commerce performance.



### TRIAD BEHAVIORAL HEALTH

#### Digital Marketing Specialist | January 2020 - January 2021

Produced and deployed online marketing initiatives, including email and social campaigns, banner advertisements, flyers, and printed materials. Analyzed issues and deficiencies of web platforms and made UI/UX improvements in line with findings.



### NATIONAL SKI PATROL

- **Brand and Marketing Manager | May 2017 - August 2019**  
Drove strategy and implementation of marketing initiatives in support of overall strategic goals. Developed new email marketing and social media practices to raise engagement levels. Redesigned web platforms to increase revenue and streamline user experience.
- **Brand and Marketing Specialist | March 2016 - April 2017**  
Produced collateral in support of marketing campaigns. Created calendars and procedures to ensure the fulfillment of partnership obligations. Executed all day-to-day social media and email marketing efforts.

## EDUCATION



**University of Colorado, Denver**, B.A. Communications, Minor Geography,  
Cum Laude | August 2012 - December 2015



**MiraCosta College**, Certificate of Achievement Web & Graphic Design,  
Deans List | August 2010 - May 2012