

BRUNO SANTIAGO

GROWTH MARKETING & GTM CONSULTANT

B2B Demand Generation, CRM, Lifecycle Marketing & International Expansion
Florianopolis, Brazil | bruno@imaginadigital.com.br | info@digitalbruno.com

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PROFILE

Marketing strategist with 10+ years in digital marketing, CRM, automation and lead generation. Founder of Imagina Digital, serving technology, education and service businesses across Brazil, Canada and Portugal. Experienced in B2B acquisition, conversion-focused websites, email workflows and cross-functional marketing execution. Combines analytical thinking, international experience and practical AI/no-code tools.

CORE EXPERTISE

- Go-to-Market (GTM) & B2B Lead Generation.
- CRM, Segmentation & Marketing Automation.
- Customer Journeys & Conversion Optimization.
- Landing Pages, Website & SEO Optimization.
- Email Marketing & Relationship Campaigns.
- Analytics, Reporting & Funnel Improvement.
- AI Tools & International Marketing Operations.

PROFESSIONAL EXPERIENCE

Imagina Digital - Brazil & International | 2014-Present | Founder & International Growth Marketing Consultant

- Founded and lead a marketing consultancy serving B2B and service businesses across Brazil, Canada, Portugal and the United States.
- Led 300+ digital and marketing projects spanning strategy, website development, SEO, content, lead generation, CRM, automation and reporting.
- Designed acquisition-to-conversion systems that connect positioning, website journeys, lead capture, CRM segmentation, automation and sales follow-up.
- Advise founders and commercial teams on marketing priorities, buyer journeys, conversion bottlenecks and practical growth roadmaps.

SELECTED INTERNATIONAL WORK

Mr. Turing - AI & Technology Solutions | Canada / International
- Reorganized social media strategy and campaign content for corporate AI agents and a knowledge-management platform, translating complex capabilities into B2B product education, testimonials and thought leadership.

BIMO-3D - Healthtech & Medical 3D Printing | Portugal

- Led website strategy and B2B content architecture for clinical and institutional audiences, helping establish a stronger marketing foundation for a complex medical technology offer.

IBEXComm & 3BX Foods - International Trade | Canada & United States

- Supported international marketing, B2B communication, digital presence and website/campaign initiatives for businesses connecting Brazilian food brands with North American markets.

EARLIER EXPERIENCE

ESL Explorer, Canada | Social Media & Content Marketing | 2014
Globalme, Canada | English-Portuguese Translator & Software Tester | 2013
FACISC, Brazil | Communication & Events | 2010-2013

TOOLS & PLATFORMS

- CRM & Automation: HubSpot, RD Station, ActiveCampaign, VBOUT, Wishpond.
- Web, SEO & Analytics: WordPress, Google Analytics, Semrush, Ahrefs, Ubersuggest.
- AI/No-Code & Content: Lovable, Base44, Builder.io, Canva, Adobe Premiere, Photoshop, StreamYard, CapCut.

EDUCATION

- BA in Social Communication - Journalism, Universidade Estácio de Sá, Brazil | 2008
- English Language Studies, Canada | 2013-2014
- Selected non-degree graduate coursework (3 courses), Graduate Program in Knowledge Engineering and Management (PPGEGC), UFSC, Brazil | 2025-2026
- Focus: Generative AI, Data-Driven Innovation and Knowledge Management.

INTERNATIONAL ECOSYSTEM & EVENTS

- Collision, Toronto (2024); Web Summit, Lisbon (2024); Vancouver Startup Week and Small Business BC Networking, Vancouver (2023); Startup Summit and DWX Data World Xperience, Florianópolis (2024-2026).

LANGUAGES

- Portuguese: Native | English: Advanced professional working proficiency | Spanish: Intermediate

PORTFOLIO

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CONTACT

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