

JOÃO PEDRO LUDGERIO

Marketing Manager | Digital Marketing & Performance | Paid Media | CRM | Growth | LATAM

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Portfolio: <https://www.canva.com/design/DAGwpX3Knak/xKWqp2MVzZEZ1u3NIWG81Q>

PROFESSIONAL SUMMARY

Marketing Manager with 7+ years of experience leading integrated marketing strategies across digital, offline, brand, performance, CRM, and partnerships. Strong background in demand generation, full-funnel planning, go-to-market execution, and cross-functional collaboration across LATAM, Europe, and the US. Proven track record driving growth, revenue, and brand positioning in esports, iGaming, and entertainment.

CORE SKILLS

Marketing Strategy, Demand Generation, Brand Marketing, Performance Marketing, CRM & Lifecycle, Partnerships & Sponsorships, Go-to-Market, Campaign Planning, Funnel Optimization, Analytics & Reporting, Content & Channel Strategy, Influencer & Community Programs, Project Management.

TOOLS: Google Ads, Meta Ads Manager, GA4, Search Console, Asana, Trello, ClickUp, Notion, Slack, HubSpot, Klaviyo.

MARKETING SCOPE & CHANNELS

- Digital: Paid Media, SEO, CRM, Social, Content
- Offline: Events, LAN tournaments, brand activations, in-person campaigns
- Revenue & Partnerships: Sponsorships, media packages, branded content
- Markets: LATAM, Europe, United States

EXPERIENCE

HLTV.org / Dust2 Brasil — Marketing Manager (Remote, Denmark)

Apr 2022 – Present

- Planned and executed online and offline brand activations, including live events, tournaments, and

in-person content productions.

- Worked with partners and sponsors on integrated campaigns combining on-site exposure, digital media, and social amplification.
- Lead digital, performance, and growth strategies for LATAM.
- Manage full-funnel marketing: Paid, CRM, SEO, Content, Editorial.
- Analyze KPIs, conversion metrics, audience insights, and optimize.
- Coordinate cross-functional teams: Sales, Product, SEO, Creative, Data.
- Strengthened Dust2 Brasil's market leadership in esports media.

Scope:

- Integrated marketing across digital, offline events, partnerships, and media monetization
- Regional ownership: LATAM (with global stakeholders in Europe & US)

Achievements:

- Delivered double-digit YoY growth in impressions, reach, and engagement.
- Improved partner campaign ROI and monetization.

1XBET — Marketing Coordinator (Social & Performance Focus) (Remote, Cyprus)
2023 – 2025

- Executed regional marketing strategy for LATAM, integrating social, content, brand positioning, and performance insights.
- Supported campaign planning aligned with acquisition, retention, and brand awareness goals.
- Produced performance reports and insights to optimize messaging, channels, and audience targeting.

Achievements:

- Increased social consistency and international visibility.

SNACKCLUB — Social Media Coordinator (USA)

Apr 2020 – Apr 2022

- Led content for gaming/Web3 audiences.
- Managed creators, community, and cross-channel activations.

Achievements:

- Strengthened global engagement and visibility.

BLEIK Store — Head of Marketing & Social Media

(Brazil) Feb 2021 – Mar 2022

- Directed digital strategy, growth, paid media, influencers.

Achievements:

- Drove rapid growth in sales and brand reach.

BLEIK Store — Social Media Manager (Brazil)

Mar 2020 – Feb 2021

- Produced content, managed community, supported campaigns.

BOOM Esports — Social Media Manager

(Indonesia) Nov 2020 – Mar 2021

- Directed global communication and content for esports teams.

CBCS — Social Media Manager (Brazil)

Mar 2020 – Jan 2021

- Led content for Brazil's largest CS league.

EDUCATION

MBA Neuromarketing & Consumer Experience — UAM (2023–2024)

Postgraduate in Marketing & Digital Media — FGV (2022–2023)

Bachelor's Degree in Marketing — FGV (2019–2021)

CERTIFICATIONS

Google Digital Marketing & E-commerce, Artificial Intelligence in Marketing (University of Virginia), Digital Marketing and Growth Hacking (IBM), Google Ads, Meta Ads, YouTube Ads, Branding, Growth Hacking, PMBOK, Analytics, Leadership.

LANGUAGES

Portuguese (Native), English (Fluent), Spanish (Basic), Danish (Basic)