

LUCAS MIRANDA

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Marketing Project & Operations Manager, AI-fluent, 16+ years of experience across agency and in-house roles, coordinating specialists and staying hands-on in marketing operations, lifecycle, content, and multi-channel campaigns. 3+ years working for US companies, fully remote from Brazil.

SKILLS

Core: Project Management · Marketing Operations · Marketing Campaign Management · Account Management · Vendor Management · Lifecycle, CRM and Retention · Copywriting · AI Enablement

Tools: Asana · Monday.com · Basecamp · Linear · Notion · Trello · Slack · Google Workspace · Microsoft 365 · Klaviyo · ActiveCampaign · Google Ads · Meta Ads Manager · GA4 · Figma · Canva · Claude Code

EXPERIENCE

QUATUOR DIGITAL - Account & Marketing Project Manager | April 2026 - Present

Account and project management at a lean performance marketing agency (Google Ads & Meta Ads) founded with partners and specializing in international accounts. Campaign operations, project scoping and timelines, briefing and deliverables, client servicing, reporting, copywriting, and sales operations.

- End-to-end account ownership as sole day-to-day client contact, from scoping and onboarding to strategy, creative review and approval, and reporting.
- AI-powered workflow & production systems running on Claude Code and Google Drive, with a per-client knowledge base covering branding fundamentals, value proposition, copywriting guidelines, customer profiles, and design systems.
- Static & video creative delivery framework with layout and copy variations, using Claude Design.

NOSH DELIVERY - Marketing Project & Operations Manager | May 2023 - March 2026

Nosh was a US food delivery platform with ~4,500 monthly orders, ~2,500 active customers and 300+ restaurant partners in the Northern Colorado area, including Fort Collins, Greeley and Loveland. Fully remote from Brazil, I ran its marketing projects and operations, owning timelines across agencies, freelancers, and product and dev stakeholders. I flagged risks and delays to the founders as soon as they came up.

- Managed a ~\$20K/month marketing budget and directed external agencies running ~\$10K/month in paid media, owning offers, ad copy, creative briefs and approvals, at a 12+ ROAS on Google Ads and 8+ on Meta Ads year-round.
- Led customer retention through the migration to a proprietary web and app platform, planning and running the cross-functional launch campaign across social, email and SMS with the product and dev teams, retaining ~90% of the high-value customer base.
- Drove company-wide Agile adoption and co-led OKR adoption with a co-founder, with sprints and projects in Basecamp, Linear and Slack.
- Owned all lifecycle, CRM and retention efforts (Klaviyo, ActiveCampaign, Flodesk, EZ Texting) with multi-channel messaging (email, push, SMS/MMS), automations based on behavioral segmentation, and A/B testing.
- Built Nosh VIP, a loyalty program for high-value customers that sustained a ~55% reactivation rate within a rolling 3-month window.
- Owned the campaign calendar across paid and organic channels and directed social media content with a local agency and creators.
- Built automated feedback loops triggered by customer behavior, turning responses into insights that drove operational fixes and repeat-order growth.
- Created and coordinated Plate Tales, a series of long-form and short-form videos that drew over 25K views on YouTube and Instagram.

BOLSA DE TERRAS - Marketing & Project Manager | July 2020 - February 2025

Co-founded Bolsa de Terras, a boutique rural real estate firm that transacted R\$50M+ in properties across Brazil and Paraguay from 2020 through 2024.

- Drove adoption and setup of the CRM the whole company ran on, including internal SLAs and multiple business pipelines.
- Planned and ran multi-channel marketing campaigns across the rural property portfolio.

- Owned the company's WhatsApp operations: internal process mapping, lead qualification criteria and routing, automated prospecting, and the customer service chatbot.
- Led all brand management and the company website, coordinating external vendors.

LEADON MARKETING B2B - Campaign Operations Manager | June 2020 - February 2023

Managing partner at a lean B2B outbound agency: end-to-end sales operations and pipeline generation for 100+ client companies with complex sales cycles.

- Owned client accounts from onboarding and ICP definition to copywriting, automation setup and client reporting.
- Executed automated multi-channel outbound campaigns achieving ~50% connection acceptance and ~25% reply rates on LinkedIn, and ~30% open and ~8% reply rates on email.
- Restructured the pricing model across service tiers and developed the agency's operational infrastructure, including client briefing frameworks.
- Built ICP-aligned prospecting lists totaling 75,000+ contacts.
- Designed the agency's prospecting and reporting stack, leading platform evaluation and workflow automation.

Ó DOIS GO - Account Executive | April 2018 - August 2019

Business development and account management at a marketing agency, across different Brazilian markets.

- Led project diagnostics, scoping, proposal development, and negotiations through close.
- Managed key client accounts: presented the agency's delivery to clients and took their feedback through to approval.
- Generated new business through webinars and events, originating the agency's largest individual technology project at the time.
- Helped set up the pre-sales function, configuring lead qualification stages in Exact Spotter and providing sales training and coaching to a newly hired SDR.

EARLIER EXPERIENCE

ULVEN - Co-Founder | December 2016 - August 2017

- Built and launched an online marketing course for musicians, with 54 video lessons and 11+ hours of content. Ran production and go-to-market: curriculum, video recording and editing, visual identity, landing page, and paid promotion.

MÚSICA OFENSIVA - Founder | April 2013 - June 2016

- Founded and operated Música Ofensiva, an independent music content website and live event production project spanning 3+ years of consistent publishing and event execution.
- Built the publication from zero to 25,000+ unique users and 50,000+ pageviews through 400+ articles, applying content strategy and SEO practices to grow organic audience.
- Produced 7 live events featuring international acts from the US, Germany, and Sweden alongside Brazilian artists, drawing 2,000+ total attendees.

CLINT - Creative Director | June 2012 - November 2014

- Led the creative and social media teams at a digital marketing agency, across a portfolio of 20+ client accounts.
- Oversaw all creative output from the art direction and social media teams (social assets, email marketing, and web content) from briefing to final approval.

SHOPNETWORKS - Marketing Intern | October 2010 - May 2012

- Assisted with social media management, email marketing, promotional campaigns, Google AdWords activities, and art direction across multiple e-commerce brands.

LANGUAGES

English (C2, EF SET certified) · Portuguese (native) · Spanish (elementary)

EDUCATION

Advertising, Universidade Estácio de Sá | Bachelor's Degree | 2008 - 2012

Marketing Management, Universidade Positivo | MBA | 2018 - 2019