Paulo Teixeira.

Product Manager

SUMMARY

Driven by empowering people to make simple choices, I am a Product Manager with an experienced background in engineering and marketing.

EXPERIENCE

Web Product Manager, Adjust
Jan 2020 - Present, Berlin

- Coordinated the relaunch of a completely new website and a standalone ranking tool
- Decreased deployment time by 10x

Product Manager, Unbabel
Apr 2019 - Apr 2020, Lisbon

- Responsible for driving 40% of new business
- Delivered 10+ product launches working with a team of up to 8 people (both in-house and outsourcing)
- Spearheaded discovery, wireframing, and testing sessions

Performance Marketing Manager, Unbabel
Feb 2018 - Mar 2019, Lisbon

- Managed the marketing automation stack (Hubspot, Pardot, Salesforce) and analytics tools (Google Analytics, Hotjar, Chart.io)
- Coordinated cross-team Inbound initiatives
- Built and executed performance strategy (5 digits per quarter)

Marketing Lead, Landing.jobs
Jan 2017 - Jun 2017, Lisbon

- Managed the work and rituals of a team with 5 people (SCRUM)
- Collaborated with PM and Engineer team to define the roadmap and to prioritize the backlog

Growth Marketing Manager, Landing.jobs
Jun 2014 - Dec 2016, Lisbon

- Conducted 100+ users interviews for product feedback and idea validation
- Achieved growth rates over 100% every year

Co-founder, Inspiring Code
Feb 2013 - Feb 2014, Lisbon

- Coordinated the design and development of several MVPs (web applications and mobile apps)

EDUCATION

ISCTE - University Institute of Lisbon
Computer Engineering
2010

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Skills & Competencies
Product
- User Experience
- Data Analysis
- Programming
- Agile Methodologies & Scrum
- Prioritization & Roadmap

Marketing
- SEO & Advertising
- CRO, A/B Testing
- Marketing Tech Stack

Transversal
- Process Management
- Solution Oriented
- Strategic Thinking
- 360 Vision

Languages
English (professional)
Portuguese (native)

Projects
João Pedro Reis
· Managing his products and advising on the digital strategy, user experience, and go to market.

Random facts about me
· Since 2016 tracking my weight in a spreadsheet
· OKRs used as personal goal setting method