

# THYAGO BERTHOLDI GOES

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## PROFESSIONAL PROFILE

Data-driven CMO with 15+ years of success across digital marketing, e-commerce, and igaming operations. Proven track record of increasing performance metrics and generating revenue through creative problem-solving and award-winning social media campaigns. Passionate about building strong relationships and identifying opportunities to solve complex challenges.

## CORE SKILLS AND CAPABILITIES

- Designing successful user acquisition campaigns
- Managing and optimizing digital user journeys
- Storytelling through marketing campaigns
- Content marketing to increase brand awareness
- Team development, collaboration, leadership
- Building relationships, trust and generating income
- Problem-solving and critical thinking
- Objective Setting, Data and Analytics
- Building comms flow for optimal user retention
- Passion for Growth Marketing
- Dedication to pixel perfect deliveries
- Testing and Optimising Mindset
- Planning Campaigns and Execution
- Product development and CX optimiser
- Nationalities: British, Italian and Brazilian
- Fluent in English, Portuguese and Spanish

## PROFESSIONAL EXPERIENCE

### BONMOJA LTD - IGAMING SWEDISH INVESTMENT GROUP FOCUSING ON EMERGING MARKETS

CMO, Latam and Africa - February 2019 to date

- Growing the Bongobongo Casino and sportsbook brand in Eastern Africa.
- Acquiring, retaining players and converting referrals in Kenya, Uganda, Zambia & Tanzania.
- Launching the brand into new African markets, such as Angola and Mozambique.
- Product design: Working with partners to scope, wireframe and improve the product development process.
- Remotely managing local teams to deliver localized digital and traditional marketing campaigns.
- Generated over 950,000 registrations in 12 months and over 4 million visitors to our sites.
- Continuous Improvement: Responsible for increasing traffic, registrations into paying retained users.
- Product Management: User journey, brand communication touch points and sales funnel management.
- Managing external agencies and partners to deliver brand visuals, web design and promotional messaging.
- Supporting and mentoring a cross-functional team of over 20 in London, Stockholm, Latam and East Africa.
- Reporting directly to the CEO and board of investors on P&L performance and new business opportunities.

### TAYLOR AND GOES LTD - SOCIAL MEDIA AGENCY

Founder and Managing Director - May 2014 to December 2018

- Implemented effective business planning, forecasting and budgeting to grow turnover to £1m in 4 years.
- Built marketing, design, production, and HR functions to drive substantial, double digit growth year on year.
- Recruited, developed and mentored a multidisciplinary team to become the Winner of The Drum Recommends Social Media Agency Award 2018 and a Drum Network Award Finalist in 2016.
- Designed core agency services; content optimisation, design, influencer, advertising, and social media.
- Won De Agostini ModelSpace's global social account working with regional teams to deliver content, creative assets, influencer, community management and paid social campaigns, transforming brand experience and driving digital sales.
- Implemented eCommerce and social media content strategy for specialist supermarket chain, Produtos Brasileiros to drive 600% increase in online orders and deliver a Facebook engagement growth rate of 62x.

## **ACTION CAMERAS LTD & DRIFT INNOVATION LTD - SPORTS TECH ECOMMERCE**

Managing Director (Promoted) - August 2010 to April 2014

- Fully accountable for Action Cameras' PnL and launching our own brand of electronic Drift Cameras.
- Managed an eCommerce team of 15 and B2B sales team supplying to B&H, Rakuten, Amazon, and others.
- Achieved online sales of £3.1 million in 2013 and B2B sales of 7.5 million, way ahead of industry standards.
- Launched multi-currency Magento websites in the UK, France, Germany, Italy, Portugal, Spain and Sweden.
- Achieved 98% sales growth in 2013-14, before the company was acquired by a Chinese investment group.

## **ACTION CAMERAS LTD**

International Marketing and Operations Manager (Promoted) - August 2010 to January 2012

- Managed marketing channels: Email, SMM, SEM, PPC and SEO. Achieved 154% YOY increase web traffic.
- Project managed and delivered a multi-lingual/multi-currency Magento Enterprise eCommerce platform.
- Hired and managed a team of talented individuals, with technical, creative, SEO and customer service skills.
- Managed PR and media collaborations with mainstream editorials such as FT, Guardian, T3 Magazine, Stuff Magazine, FHM, Men's Health Magazine, Bike Magazine, MCN, and more.
- Quadrupled email database size by running competitions with partners like Garmin, GoPro and Steadicam.
- Content creation campaigns improved all site metrics, website conversion rate increased by over 55%.
- Organised consumer retail events, such as Gadget Show, Ski Show, Motorcycle Live, IOM TT, among others.
- Responsible for merchandising and seeking out new product ranges for our international websites.

## **PREVIOUS EXPERIENCE**

February 2008 to June 2010 - Action Cameras Ltd - eCommerce and Operations Manager

June 2002 to December 2007 - PizzaExpress Restaurant Group - Deputy Manager at Olympia Exhibition Centre

## **EDUCATION**

**2004-2007** BA Honours in Business Management  
University of Westminster

**1997-2001** A-Levels and GCSEs  
Cardinal Wiseman Roman Catholic College

## **CERTIFICATION AND TRAINING**

Finance and Accounting Course- City University  
Hubspot Inbound Marketing and Sales Certification

Facebook Advertising Course by Blueprint  
eLearning Video Production

## **TECHNOLOGY AND SOFTWARE**

Apple macOS, IOS, Windows & Android  
Adobe Indesign  
Facebook Business Manager  
Google Analytics, Search Console  
Magento, WooCommerce, Shopify eCommerce  
Sprout Social Social Media Management

Hubspot CRM  
MOZ and SEMRUSH SEO Software  
Mailchimp and Aweber Email Marketing  
Figma Interface Design  
WordPress Content Management  
Xero Cloud Accounting