

SAMANTHA ANACLETO

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[📍](#) Muzambinho, MG - Brazil

STRATEGIC MARKETING & CONTENT EXPERTISE

I am a marketer specialized in branding and content creation, with over six years of experience driving growth through strategic Content Marketing and SEO initiatives. My expertise lies in planning and executing digital marketing strategies for both B2B and B2C accounts, delivering measurable results. I have a proven track record of improving brand visibility, organic traffic, and conversion rates through data-driven campaigns. Passionate about aligning marketing efforts with business goals, I thrive in creating impactful content that resonates with target audiences.

KEY COMPETENCIES

Strategic Thinking	Report writing and presenting	Adaptability and Continuous Learning
Data-Driven Decision Making	Critical thinking skills	Proactive and self-motivated
Analytical Skills	Excellent communication skills	Exceptional organisational skills

PROFESSIONAL EXPERIENCE

GemBox Software **Aug 2021 - Present**

SEO Specialist and Inbound Sales Representative

Developed and executed a comprehensive content publishing strategy, incorporating blog publishing, content audits, and technical SEO optimization, which resulted in substantial growth in organic traffic and user engagement. Also designed and implemented a streamlined inbound sales and support process, enhancing customer experience and driving increased lead conversion rates.

Drag App **Set 2019 - Jul 2021**

Content Marketing Associate

Implemented an advanced content strategy and SEO optimization plan, resulting in a 500% increase in blog traffic and a 64.92% boost in conversion rates. Achieved over 30 first-page Google rankings for high-value keywords, due to my expertise in keyword research, competitive analysis, and content optimization.

Casa Oito **Nov 2018 - Set 2019**

Inbound Marketing Analyst

Developed and executed targeted inbound marketing campaigns, driving increased lead generation and customer engagement across digital channels. Managed social media strategies for medium-sized Brazilian companies, enhancing brand visibility and growing audiences through content.

EDUCATION & CERTIFICATIONS

Bachelor in Journalism

May 2013 - Aug 2017
Universidade Federal de Juiz de Fora

MBA in Marketing

JUL 2019 - JUL 2021
USP/ESALQ

Marketing & Growth

JAN 2024 - JUL 2025
Descomplica Faculdade Digital

REFERENCES

Marko Kozlina

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