

Matheus Teixeira Torrano

Marketing Operations Manager | GTM Systems, CRM and Automation

Brazil / remote | contact@matheustorrano.com | matheustorrano.com | linkedin.com/in/matheustorrano

PROFILE

Marketing Operations Manager with 6+ years running and improving the GTM systems stack for B2B teams, with HubSpot, Marketo and Chili Piper certifications and hands-on ownership of Salesforce integrations, lead lifecycle, routing, attribution, data governance, and event operations. Co-founded and scaled a B2B/B2C product to 160,000+ users across 1,700+ universities, bringing a builder's mindset to reliable, documented systems work.

EXPERIENCE

Superside | Marketing Operations Manager

Jun 2025 - Sep 2026

Served as the primary Marketing Operations partner between Revenue Operations and Growth, Field Marketing, Content, and ABM.

- Owned Marketing Operations across HubSpot, Salesforce, and Chili Piper, partnering with Marketing and Sales to translate GTM needs into scalable systems, workflows, Marketing-to-Sales handoffs, and operational documentation.
- Introduced Claude-assisted workflows into Marketing Ops, with average weekly task completion increasing by 53% post-implementation.
- Operationalized inbound lead flows across HubSpot and Chili Piper, strengthening scoring, automation, data quality, and routing; standardized configuration and processes, cut spam leads by more than 60%, enabled legacy-router decommissioning, and reduced maintenance workload by 50%.
- Scaled end-to-end ABM and event operations, from audience selection and lead scoring through HubSpot, Salesforce, Chili Piper, and Goldcast workflows and follow-up, supporting 5+ events/quarter and reducing event-to-sales follow-up from days to a few repeatable steps.
- Reduced compliance risks by aligning email consent categories, preference-center logic, and legal requirements, and suppressing marketing contacts without properly logged consent.
- Audited 150+ Salesforce Campaigns, coordinating a corrective backfill and intake controls across Marketing initiative owners to address the 44% of records missing governance fields and improve reporting and attribution reliability.
- Designed and launched a HubSpot custom object and Salesforce connection integrating end-product user data, establishing a live customer-lifecycle foundation with contact associations and Active-status synchronization.

Voxy | Marketing Operations Manager

Jan 2020 - Jun 2025

Progressed from Marketing Analyst to Marketing Ops Manager across four increasingly senior roles.

- Owned Marketo as the core marketing automation platform for B2B GTM, governing segmentation, workflows, forms, email operations, templates, tokens, data hygiene, and Salesforce integration.
- Led the implementation of Salesforce-integrated lead scoring and centralized lead-routing logic in Marketo, reducing routine updates to approximately 5 minutes.
- Strengthened data quality and attribution by automating corrections across approximately 250,000 contact records, rebuilding lead-acquisition forms, and standardizing source data across Marketo and Salesforce.
- Scaled event and request operations through reusable Marketo, Asana and Zapier templates, workflows, documentation, and delegation, enabling a three-person team to support 7+ events and 80+ cross-functional requests per quarter.
- Replaced Allbound with automated partner workflows, saving approximately US\$20,000 in renewal costs while improving stakeholder visibility through real-time notifications and standardized tracking.
- Built and managed a three-person Marketing Operations team, developing junior talent into ownership of business-critical work and supporting fast progression into more senior roles.

Provi | Marketing Consultant, Freelance

Jan 2020 - Dec 2022

- Published 100+ blog posts and produced conversion-focused assets including ebooks, case studies, and landing pages to support the company's content and lead-generation strategy.
- Developed internal competitive battle cards for priority accounts, translating market and account research into practical enablement resources for the Sales team.

Guni | Co-founder and Head of Marketing

Feb 2015 - Feb 2020

- Co-founded and scaled a B2B/B2C university platform from launch to 160,000+ users across 1,700+ universities in Brazil, leading brand positioning, growth experimentation, lifecycle messaging, app launches, and B2B campaigns.
- Contributed directly to a R\$7 million market valuation as a member of the executive team, participating in all external investor negotiations and developing key commercial partnerships.
- Managed a rotating team of 5 junior collaborators and coordinated internal contributors, suppliers, agencies, and a network of 130+ volunteer brand ambassadors; delivered campaigns for major brands including Red Bull, Coca-Cola, Nike, and Smart Fit.

Ideatore | Digital Strategist

Jan 2017 - Jan 2018

- Led the agency's largest client account, translating inbound marketing strategy into HubSpot lead-nurturing workflows, performance reporting, creative production, and coordinated delivery across account and agency teams.

FDRP/USP | Communication Officer

May 2015 - Dec 2016

- Collaborated on 6+ international academic cooperation agreements with universities across Europe, Asia, and Latin America while developing the International Office's visual identity, English-language website, weekly newsletter, and social media presence.

EDUCATION

MBA, Digital Businesses and Artificial Intelligence | ESPM | 2024

BBA, Business Administration and Management | University of São Paulo, FEA-RP/USP | 2016

TOOLS, EXPERTISE AND LANGUAGES

Marketo Certified Professional | HubSpot | Salesforce | Chili Piper | Goldcast | Zuddl | GoToWebinar | Zapier | Claude Cowork | ChatGPT | Notion | Asana Ambassador | CRM Integrations | Marketing Automation | GTM Systems | Event Operations | Lead Lifecycle Management | Routing and Attribution | Data Governance and Hygiene | Process Documentation | GDPR-Conscious Operations

Portuguese (Native) | English (Full Professional Proficiency) | Spanish (Professional Working Proficiency)