



Érika Martins

Marketing Analyst

Profile

Graduated in Business Administration, I'm a marketing analyst with over 7 years of experience. I've worked across strategic planning, campaign management, performance analysis, content creation, social media, copywriting, email marketing, branding, SEO, visual design, and market research. I also have experience with persona development, reporting, growth marketing, and AI-driven insights applied to optimize strategies and interpret key performance metrics.

Employment History

Marketing Analyst at Turing

August 2024 — Present

At Turing, I work as a Marketing Subject Matter Expert, collaborating with engineering and product teams to train and refine AI models for marketing applications. I conduct performance analyses, validate data for RLHF pipelines, and provide strategic feedback to improve model accuracy. My role involves applying technical marketing knowledge and analyzing metrics such as ROI, CAC, CLV, LTV:CAC, CTR, CPC, CPA, conversion rate, NPS, CSAT, churn, and retention rate.

Marketing Analyst at RAJA

July 2024 — February 2025

At RAJA, I led marketing strategies from campaign planning to performance analysis. I managed paid and organic campaigns, conducted market research, and strengthened brand positioning. I oversaw digital content, defined personas, identified growth opportunities, and built performance reports based on key metrics.

Marketing Lead at TCS Group

February 2022 — July 2024

At TCS Group, I led the marketing team across more than five companies, managing the department's budget and resources while tracking KPIs and optimizing campaign performance. I participated in the strategic development of websites focused on lead conversion and executed digital marketing campaigns involving SEO, messaging, and content positioning for blogs, social media, and email. My role included launching new brands, conducting market and audience analysis, and supporting B2B product introductions. I coordinated creative assets for social media and advertising, and oversaw the organization of trade fair participation, ensuring strategic alignment and lead generation.

Details

Rua Monte Alegre, 195
Belo Horizonte
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Links

[LinkedIn](#)
[Portfolio](#)

Skills

Strategic communication

Leadership and team
teamwork

Problem-solving and critical
thinking

Proactive mindset and
Creative thinking

LLM Evaluation and Marketing
RLHF

Performance metrics analysis
(ROI, CAC, CLV, etc.)

Social media strategy and
content creation

Marketing planning and
campaign management

Languages

Advanced English
Fluent Portuguese
Intermediate Spanish

Social Media Analyst at TCS Group

March 2021 — February 2022

Executed the marketing strategy, content creation, and performance analysis for seven concurrent social media accounts, managing distinct brand voices across multiple companies within the TCS Group.

Marketing Assistant at TCS Industrial

January 2019 — March 2021

I assisted in creating content for social media, blogs, and email marketing campaigns. Supported advertising campaigns, mass email marketing, market research, and provided administrative support, collaborating with various teams to ensure the effectiveness of marketing strategies. Additionally, I organized trade shows and advertising events.

Marketing Internship at TCS Industrial

May 2018 — December 2019

I started in the marketing field with an internship during my Associate's degree in Business studies, which allowed me to develop a broad and practical understanding of Marketing.

Education

MBA in Marketing, Dom Cabral Foundation, Belo Horizonte

June 2024 — Present

Fundação Dom Cabral is one of Brazil's top business schools, recognized for its international standards in executive education and leadership development. It offers high-level programs aimed at enhancing business capabilities and fostering strategic growth for individuals and organizations.

Bachelor's Degree in Administration, Fumec University, Belo Horizonte

January 2020 — January 2024

FUMEC University is a traditional private university in the state of Minas Gerais, Brazil, and I hold a Bachelor's degree in Business Administration with a major in Marketing.

Associate's degree in Business, SEBRAE School, Belo Horizonte

January 2016 — December 2018

SEBRAE School is recognized as one of the top institutions in Brazil's technical education and offers an integrated program that combines secondary education with a Business Associate's degree.