

ANA FLAVIA MAESTRI

PRODUCT MARKETING | GO-TO-MARKET | MESSAGING & POSITIONING | ADOPTION & GROWTH

Positioning & messaging | Go-to-market | Adoption & expansion | Sales Enablement | Customer education

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SUMMARY

I have 15+ years in marketing and product communication, with a background in Product Marketing across B2B, B2C and B2B2C businesses (SaaS, fintech and healthtech). I turn market research and customer insights into positioning, value propositions, go-to-market and adoption and expansion initiatives, working across Product, Design, Sales and Marketing. I contributed to results such as product usage 20% above target, +24% in product NPS and -13% in tickets about products and features.

PROFESSIONAL EXPERIENCE

Design & Experience Lead – Product Messaging | Credit Cards @ Itaú

2024 — 2026

Financial Services · Large-scale B2C · Cross-team role in Credit Cards (Daily Banking) · Led a team of 3, then moved to a specialist (IC) role at the same organizational level

- Created the email communication framework for Purchase Disputes (500K cases/month), using plain language that raised readability by 34.5%. In the first month, complaints to Brazil's Central Bank (BACEN) fell 22%.
- Redesigned the dispute-opening form (91% in usability testing, SUM), one of the levers behind the 23.6 p.p. increase in digital adoption.
- Worked on the content and experience track of the multichannel evolution of the dispute journey. Team results: -51% in upheld complaints vs. 2024, +9.3 p.p. in CES and +15 p.p. in support NPS.

Product Education Manager | Enablement @ Azion

2022 — 2024

B2B SaaS · Edge Computing & Cybersecurity · Scale-up · Reported to the Director of Product Education · Led a team of 7

- Led customer education and product content (onboarding, in-product experiences, documentation and launches) in a product-led growth (PLG) strategy, in partnership with Product Marketing, supporting self-service, adoption and retention. Improvements to the documentation portal, which became more visited and easier to find, raised returning visitors by 60.5%.
- 40% increase in translation process efficiency with a computer-assisted translation (CAT) tool.

Head of Product Marketing, Customer Experience & Marketing @ Parcelex

2022

Fintech (BNPL) · Early-stage startup · B2B2C · Reported to the VP of Business Development · Led a team of 6

- Defined positioning, messaging and value proposition for B2B and B2C, based on ICP, personas, segmentation and competitive analysis.
- Go-to-market with e-commerce partners (VTEX, Nuvemshop), Sales Enablement materials for the sales team and usage guides for partners such as Hotmart.
- Structured the CRM in HubSpot, with customer-stage segmentation, multichannel communication flows and product and lifecycle campaigns, contributing to a ~5% increase in credit applications and to raising the Google Reviews rating from 1.9 to 4.4.
- Mapped and improved support and onboarding processes, with playbooks and SLAs, cutting the time to recover drop-offs from 6 hours to 20 minutes and raising CSAT by 12%. Launched a self-service help center (contributing to a 15.6% reduction in ticket time in the pipeline) and led crisis initiatives.

Product Marketing & Growth Manager @ Genial Care

2020 — 2022

Healthtech · Seed-stage startup · B2C · Founding team member, reported directly to the CEO · Led a team of 3

- Led Product Marketing and Growth strategy (positioning, messaging, go-to-market, launches and Product-Market Fit), using market research and customer interviews to guide, together with the CEO, product and positioning decisions. Contributed to organic traffic nearly tripling, with improvements in messaging, positioning and content.
- Contributed to a 25% reduction in customer journey time (interest to payment), 57% (payment to onboarding) and 43% (onboarding to first medical appointment).

Group Product Marketing Lead, Content Experience @ Linx

2017 — 2020

Multi-product B2B SaaS · IPO, M&A · Reported to the Director of Product Marketing and Growth · Led a team of 5

- Defined positioning, messaging and communication priorities across five portfolio startups, with go-to-market, launches and Sales Enablement (battlecards, pitch decks and release notes), including the annual Black Friday campaign (69% share of voice).
- Led cross-sell and upsell initiatives that raised product usage to 20% above target and quadrupled the average investment of small businesses in the Ads product.
- Contributed to a 24% increase in product NPS and a 13% reduction in tickets about products and features.

SKILLS

Product Marketing: Positioning & messaging · Value proposition · GTM & launches · Sales Enablement & battlecards · Market research & competitive analysis · ICP & personas · Customer insights

Lifecycle, data & leadership: Adoption & onboarding · Retention · Cross-sell & upsell · CRM & multichannel communication flows (HubSpot) · A/B testing · NPS, CSAT & CES · Voice of Customer · Stakeholder management · Applied generative AI

EDUCATION & LANGUAGES

- MBA in Leadership and Strategy of Digital Products in the AI Era, Tera / Sirius (2026 — present)
- MBA in Marketing, FGV (2013 — 2015)
- Bachelor's in Graphic Design, UFSC (2007 — 2011)
- Executive Management for International Marketing, University of La Verne (2018)

Languages: Portuguese (native) · English (advanced, CEFR C1, 2024) · Spanish (basic) · Italian (learning)