

Hanna Luisa Bakor

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Executive Summary

With over 10 years of experience working with international companies in Latin America, I specialize in e-commerce and digital product marketing. I excel in driving sales growth and retention by leveraging my deep understanding of customer behavior, market trends, data analysis, and the payments landscape. My expertise includes implementing growth-focused digital strategies to enhance sales, optimizing user experience, and leading high-performing teams to achieve business goals.

Professional Experience

Adecco Consultant for Microsoft – (Jul/2020-Jul/2024)

Role: Product Marketing Manager - Microsoft 365 subscriptions at Microsoft Digital Store Latin America.

- Managed the entire purchase experience and optimized the conversion funnel, driving 35% incremental sales, LTV, and reducing churn through targeted UX experiments, contributing to global eCommerce improvements and showcasing commercial acumen.
- Led end-to-end commercial partnerships between Microsoft and major players like Amex, Itaú, and PayPal, encompassing negotiation, setup, legal compliance, communication, and data analysis, resulting in a 16% increase in conversion rates.
- Conducted a price-elasticity analysis to support pricing strategies, resulting in an 18% YoY revenue increase while addressing market-specific nuances in Latin America, demonstrating a strong customer focus by ensuring team alignment and accountability.
- Achieved a 21% annual rise in new subscribers from 2020 onwards by creating engaging email marketing content that drove qualified traffic, showcasing a positive, can-do attitude and dedication to business growth.
- Delivered actionable business insights and executive reports based on data analysis that shaped strategic decisions, enhancing team alignment and accountability, improving communication with C-Levels.

Santander Bank of Brazil – (Nov/2019-Jun/2020)

Role 2: Analyst II – Global Transaction Banking

- Developed sales strategy for credit cards targeting B2B clients, increasing enrollment in +27% YoY.
- Designed and executed an NPS project resulting in a 40% KPI increase by engaging C-level executives.

Award: Selected for the Santander Young Leader program, an international career development initiative, where I led and executed strategic projects on innovation and digitalization with C-level executives (2018-2020).

Role 1: Analyst I – Loyalty Program (Jul/2016-Oct/2019)

- Developed and launched the transactional earning points system to 2 credit cards, selling 180k units in a year.
- E-commerce management conducting in-depth market and funnel data analysis to optimize user experience and increase conversions to 8M clients.
- Translated business strategies and customer needs into technical language, fostering collaboration with external stakeholders to drive business growth, serving as a community builder.

Volkswagen of Brazil – (Feb/2015-Jun/2016)

Role: International logistics controller intern




- Ability in negotiating with auto parts manufacturers across the globe, ensuring efficient and cost-effective logistics operations.

Award: Champion in the internal Talent Competition for developing the Biodiversity Index based on ETHOS Institute of Sustainability guideline.

Education

- Master's Degree in Innovation Management from Technological Institute of Aeronautics (ITA) & ESPM, Jan/2021-Aug/2022.
- Certificate in Business and People Management from Insuper, Jan/2019-Sep/2020.
- Bachelor's degree in international relations with a focus on Marketing and Business from ESPM, Jan/2012-Jul/2016.

Idioms

Portuguese	Native	
English	Proficient C1	
Spanish	Advanced B2	

Skills

Leadership, decision-making, problem-solving, charisma, creativity, community-building, customer-centric mindset, innovation management, critical and growth mindset, public speaking proficiency and commercial acumen.

Tools

Microsoft 365, Microsoft Azure, Power BI, Tableau, Adobe Analytics, Google Analytics, Figma, Canva, SAP.