



Alexandre Contador

HEAD OF MARKETING/GROWTH

ABOUT ME

With over 12 years of experience in developing and implementing digital and growth marketing strategies, I excel at designing well-structured products with a primary focus on rapid sales in a fast-paced environment. My expertise includes Go-to-Market (GTM) strategies that have contributed to over \$40 million in revenue.

I am eager to learn, lead, and help my team and company stay ahead of new trends and scale together. In my free time, I enjoy traveling, photography, cinematography, and outdoor sports.

SKILLSET

Digital Leadership by Growth Tribe
Growth Master Certified by Sean Ellis
Advanced knowledge in Google Tools.
Advanced knowledge in SEM and Social Ads.
Hubspot, Salesforce and other CRMs
Adobe programs & Figma
SEO tools - SEMRush, Moz, etc
Wordpress and other CMS Advanced.
Email Marketing and Social Media tools.
Chatbot mapping with Manychat.
HTML, CSS and Coding Fundamentals.
Zapier, Searchmetrics.
UX & UI medium know-how.
Design core fundamentals.

TL:DR

- Over 12 years of GTM/ProductLedSales and Growth Marketing experience with a track record in North America, Europe, Latin America, and Africa
- Over €40 million in attributable revenue through oversight of funnel strategies and processes
- €150+ million in pipeline generated, from early stage to IPO/Enterprise customers
- Interesting take: Closed a \$500k ACV in less than 30 days
- Helped a health startup raise 3x seed investment
- GTM, ProductLed consultant for early-stage startups, and founder of Vidsell AI (SaaS)
- +200 website/app/branding projects launched
- +1M ad budget managed
- Managed teams of up to 6 pros, and led projects with Ops, Dev, Mkt, Sales, and Management
- Product hunt gold profile, made multiple products #1 day, week, and month
- Featured on Amazon BestSeller "PRODUCT MARKETING WISDOM" by Nitin Kartik
- Newsletter "FutureGrowth" with +2,000 marketeers, sales, and founders

PROFESSIONAL EXPERIENCE

FRACTIONAL HEAD OF GROWTH / VP PRODUCT GROWTH

PRODUCTLED | August 2025 - Present | Remote

Working with pre-seed to Series A B2B SaaS companies to implement a PLG/PLS system in place for scalable results.

Portfolio: Cyberday (Nordics), INSCYD (Switzerland, US), PropertyRadar (US)

FOUNDER

VIDSELL | Jan 2025 - Present | Remote

The easiest and most effective personalized video tool for sales and marketing teams.

CMO/HEAD OF GROWTH/GTM ADVISOR & FRACTIONAL

Freelance | 2015 - Present | Remote

Responsible for successfully planning and implementing product-led sales, Demand generation, ABM, and growth marketing strategy of +100 brands across 4 continents, as well as their brand position and GTM.

Portfolio: Greystar, Closum, Hounder AI, Qelp, Laureate Universities, Framedrop and many others.

FRACTIONAL CHIEF MARKETING OFFICER

JOURNAFY | February 2023 - February 2026
Eindhoven, Netherlands / New York, US

Interim consultant and advisor of the marketing team while developing a GTM strategy in the US and EMEA. It has helped the company reach the 1M € funding 2x and set up a marketing engine that resulted in 545% growth in traffic from core markets.

HEAD OF MARKETING

CLOUDBILLING | Mar 2023 - Aug 2024
Naarden, Netherlands

Building the Marketing team while managing 3 FTEs and several agencies. Responsible for managing the execution of marketing campaigns in order to drive growth & and awareness while defining the brand position in the UK, EMEA, Nordics, and US.



Portfolio



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PERSONAL PROJECTS

VIDSELL - Cofounder

SLICKLINK (acquired) - CoFounder

FUTUREGROWTH - Moderator

REVGENIUS Ambassador - 75k sales and marketing professionals group.

Consistent volunteer work for poverty organizations in Portugal.

ERASMUS Program Coordinator in 2017/2018.

Member of cultural and sports association in Portugal.

Urban Dance teacher in Portugal 2010/2016.

Professional photographer for 7 years.

LET'S WORK TOGETHER!

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LOCATION:
LELYSTAD, THE NETHERLANDS

PROFESSIONAL EXPERIENCE

GROWTH LEAD

LIGHTYEAR | Feb 2022 - Mar 2023 | Amsterdam, Netherlands

Driving the baseline of the Marketing team while mentoring 2-3 FTEs. Responsible for managing the execution of marketing campaigns in order to drive growth & awareness while defining the brand position online through PPC, SEO, Experiments, and leading the growth initiatives.

Other Responsibilities: pipeline development and customer acquisition through a co-op with the sales team, identifying new opportunities and leads, managing all the company's online touchpoints, leading experiments and online initiatives to achieve quarter targets, leading the entire SEM structure and reporting. Budget allocation.

Results:

- Increase of organic traffic by more than 200% in comparison with the previous year.
- Decrease in CPA for MQLs by 90% in the first months.
- Implementation of a maturity model for growth mindset.

GROWTH & MARKETING MANAGER

SITEL GROUP (former SYKES) | Sep 2019 - Feb 2022
Amsterdam, Netherlands / New York, US

Mainly responsible for leading the execution of user acquisition and marketing campaigns, while mentoring and managing different stakeholders per project (2 - 5 FTEs + External Development Agency), while defining the brand position through PPC, SEO, Content, PR, and establishing SYKES as the global leader in CX & Digital Transformation.

Other Responsibilities: pipeline development and customer acquisition through inbound marketing and co-op with BD and AM teams, identifying new opportunities and leads, managing all the company's online touchpoints, leading experiments and online initiatives to achieve quarter targets, leading the entire SEM structure and reporting. Responsible for monitoring Qelp, Symphony HQ, and SYKES Digital websites from a server, security, and search engine optimization. Lead the full migration of the CRM Hubspot to Salesforce.

Results:

- Successful brand position of SYKES Digital Services in the US/UK and other European countries as a thought leader.
- Growth of more than 15k followers, +2M social impressions, +100k website visits, and +3k MQLs, leading our company to the best 2 years in sales history (2019/2021).

MARKETING & PRODUCT LEAD

SPX AGENCY | February 2019 - September 2019 | Amsterdam, The Netherlands

Overseeing the marketing and sales department while coordinating 2 FTEs and the design team. Coordinating client and internal projects from start to finish. Evaluating and developing our marketing strategy and marketing plan. Support the brand position and rebrand of the entire agency ecosystem. Managing budget and product pricing model.

Other Responsibilities: Product management, UX, SEO, Content Marketing, Data & Tracking, PPC, Email, and Automation, Budget allocation.

Results:

- Increase of +300 applicants on the waiting list for a coliving company - OurDomain and OurCampus in less than 3 months.
- Setup of the advanced customer journey that automated the entire booking funnel and helped the organization filter the target audience. With this also achieving the full booking of the new locations accommodation in less than 2 months.



Portfolio



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LANGUAGES

Portuguese Native
English C2
Spanish B2
French A1
Dutch A1

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MARKETING & COMMUNICATION LEAD

TURIM HOTELS GROUP | January 2018 - January 2019 | Lisbon, Portugal

Overseeing the marketing department, while coordinating 2 FTE and 2 Agencies. Working closely with the sales department to develop an e-commerce strategy. Responsible for the marketing and communication efforts that helped position the brand as one of the top hospitality brands in Portugal.

Other responsibilities: Social Media, PPC, SEO, UX, Data, Email, Automation, Content, Influencer, and PR.

Results:

- Helped the company brand grow by more than 600% in social stats in the first month and stabilized up to 40-60% after 1st month, winning close to 30k followers in less than 1 year.
- Growth of direct bookings to the website with an increase of revenue from 100k to more than 400k, while supporting the eCommerce department, and reducing the percentage of commission from the OTA's.

SALES AND MARKETING MANAGER

Make It Digital | July 2017 - January 2018 | Lisbon, Portugal

Overseeing the marketing and sales department while coordinating and mentoring 3 FTEs and supporting the recruitment of other departments. Identifying potential customers and building brand awareness and positioning. Coordinating client and internal projects from start to finish.

Responsible for the sales and marketing fields such as PPC, Social Media, Analytics, SEO, and Lead Generation.

Results: Increase from 3 to 10 FTEs and an increase in closed deals from 4 to 20 brands. Coordination of brand position in the market for launch in just 6 months.

MARKETING & COMMUNICATIONS MANAGER

ImpacTrip | November 2015 - May 2017
Lisbon, Portugal

After starting with my post-graduation on digital marketing I noticed that I was eager to put into practice the different skills, and with that improving the company brand position.

EDUCATION

FRONT-END DEVELOPMENT AND UX/UI

FLAG - Web-development and Design School | 2018 - 2019

Basic Programming Language HTML and CSS, Initial Javascript, PHP, UX/UI Principles and Development of Projects, Responsive Design and Mockups.

POSTGRADUATE IN MARKETING & BUSINESS STRATEGY

Laureate Universities, Lisbon | 2016-2017

SEO, SEA, E-commerce, Analytics and reports, Inbound e Outbound Marketing, Branding, Mobile Marketing, Trade Marketing, Customer Experience and Strategy.

BACHELOR'S DEGREE IN HOSPITALITY AND MANAGEMENT

Laureate Universities, Lisbon | 2013 - 2016

Management Area, Business Plan, Accounting, Tourism Promotion and Marketing, Project Management and Tourism Law, Events planning and Public Relations.



Portfolio