

# Rafael Mambretti

PRODUCT-MINDED GROWTH LEADER

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## SUMMARY / 01

24 years shipping across Brazil, France, and the US, spanning B2B SaaS, e-commerce, and early-stage startups. *Co-founded* two companies in Brazil before the SaaS chapter. Three-plus years building AI systems and agent workflows alongside the day job. Currently leading web platform and growth experimentation at Cyberhaven, a \$1B AI data security company.

## CORE COMPETENCIES / 02

Product Management

Growth Strategy

SEO / AEO / Technical

AI Tooling & Agents

SQL, Analytics, Dashboards

Roadmap & Strategy

Paid Media (Google Ads)

Cross-Functional Leadership

## EDUCATION / 03

**M.Sc. Marketing & Business Dev.**

Université de Montpellier, France · 2019 – 2020

**B.A. Business Marketing**

ESPM-SP, Brazil · 1999 – 2003

## CERTIFICATIONS / 04

CSPO *Scrum Alliance*

SEO Specialization *UC Davis*

Entrepreneurship *Endeavor*

## LANGUAGES / 05

Portuguese *Native*

English *Professional*

French *Intermediate*

## PROFESSIONAL EXPERIENCE 2002 – PRESENT

### Fractional Head of Web · *Cyberhaven* OCT 2024 – PRESENT

Hired for SEO/AEO · Expanded to web platform owner · US (Remote)

*\$1B AI-powered data security platform. Reporting to VP of Growth.*

- Led SEO and AEO program driving **+41%** organic session growth (152K → 215K) over 18 months vs prior baseline. Personally refreshed top-performing DLP guide (**+36%** sessions, **2.7x** conversions). AI search referrals grew from a handful to **9,500+** sessions.
- Architected and project-managed the full website redesign (live Feb 2026), leading 2 dev contractors plus 2 additional during launch.
- Designed and shipped internal ads network generating **65+ MQLs** with full-funnel attribution. Built PostHog tracking from scratch. Delivered Binge Pages persona learning paths and prototyped ABM Cloud.
- Built reporting across PostHog (SQL), GA4, and Looker for form-fill conversions, organic acquisition, and AI referral attribution.

### Growth & SEO Consultant · *Sigma Computing* JUN 2024 – OCT 2025

US (Remote)

*Cloud analytics and BI platform.*

- Contributed to **4x** organic form fills (199 → 809/mo) and **5x** organic SQLs (13 → 84/mo), alongside +66% organic unique users. Growth attributed to the SEO program combined with broader marketing initiatives.
- Designed and shipped Sigma's AEO program before AI search visibility was an industry topic. Built a new channel generating **25,889 sessions** from ChatGPT, Perplexity, Gemini, Claude, Copilot at 57% engagement rate.
- Built and ranked the "data monetization" topic cluster, pushing multiple target queries to Page 1 of Google. GSC 6-month comparison: **+31%** clicks, **+54%** impressions.
- Built full-funnel growth dashboards in PostHog, GA4, and Google Sheets for marketing leadership.

### Fractional Product Manager · *Harbor SEO* JUL 2024 – MAY 2025

AI-powered SEO SaaS · First and only PM · Ireland (Remote)

- Led a **3-person** distributed engineering team (frontend, backend, DevOps) through 2-week sprint cycles, building the full product roadmap with the founders and running backlog, specs, and scrum.
- Architected multi-LLM AI workflows integrating Anthropic (Claude), OpenAI (GPT-4), Google, DeepSeek, JINA, and Perplexity APIs, with JSON-based agent handoffs for content generation, topic research, and link building.
- Expanded product from single-feature MVP to a **7-tool** SEO suite including Linker, Reworker, Topic Scaler, Site Seeker, and Writer. Shipped the Harbor 1.3 release as the flagship feature.
- Designed credit-based monetization system; stored-procedure implementation reduced manual operations by **90%** and support inquiries by **42%**.

## PROFESSIONAL EXPERIENCE (CONTINUED)

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Ubersuggest · *Neil Patel Digital*

2020 – MAY 2024

Leading SEO platform with 10M+ users · Spanning Ubersuggest, AnswerThePublic, neilpatel.com · US (Remote)

## PRODUCT MANAGER

2022 – MAY 2024

- Led the Keyword Difficulty algorithm overhaul with live refresh and a new metric-refresh system, fixing a core user pain point. Monetized via a credit-based add-on that became a **top-4 most-sold** add-on within its first year.
- Redesigned Chrome Extension UI for **600K+** weekly users, lifting Chrome Web Store rating from 3 stars to 4 stars within months.
- Led data warehouse revamp with Metabase. Built MixPanel events schema from scratch. Partnered with the data team to reduce AWS costs by tens of thousands annually. Scoped full HubSpot integration with automated marketing triggers.

## CUSTOMER SUCCESS MANAGER

2020 – 2022

- Built and led the CS department from scratch, handling 150+ daily inquiries. Reduced first response time from hours to under 30 minutes via Zendesk automation while maintaining **90%+ CSAT** and NPS above 7.
- Led Knowledge Base development for the 10M user base. Persona-based CS approach later adopted by the Product team. Oversaw integration of AnswerThePublic's support team after acquisition.

Market Growth Specialist · *Brainly*

APR 2016 – DEC 2018

Global knowledge platform (100M+ users) · France (Remote)

Led growth initiatives for Brainly's Brazilian market (20M+ users). Relaunched user acquisition with zero PPC spend, driving a **950%** traffic increase, and built SEO-optimized landing pages bringing up to **120K** users in a single day via Google Trends. Created a new content production process that lifted productivity by **150%** and contributed to a **20%+** increase in user engagement. Tools and processes built here were later replicated across other markets.

## FREELANCE &amp; CONSULTING

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Google Ads Manager · *Ladybugs Direct*

APR 2022 – PRESENT

Scaled Google Paid to the store's #1 revenue channel: **\$395K+** in attributed sales at **8.75x ROAS**, outperforming every other channel combined.

Digital Marketing Manager · *Bohn Body Armor*

NOV 2021 – MAR 2025

Generated **\$364K+** in Google Ads revenue at **6.68x ROAS** across Search, Shopping, PMax, and YouTube. Brand Search alone: **35x ROAS**.

E-commerce & SEO · *Charleston Hardware Co*

2025 – 2026

Consulted on full e-commerce website launch: keyword research, page blueprints, schema markup, GMC integration, and post-launch audit.

Google Ads · *Constructive Dialogue Institute*

2025

Built new Google Ads campaign from scratch: keyword research, structure, ad copy, and budget allocation.

## ENTREPRENEURSHIP

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Co-founder & CEO · *Carbono Zero Courier*

2010 – 2015

Brazil's first 100% carbon-free courier company · São Paulo, Brazil

Grew from 2 employees to 30 within the first year, leading the market through Brazil's recession. Built the company end-to-end (business plan, investor pitch, operations, sales) and secured enterprise clients including Google, Microsoft, PwC, Santander, and Bank of America. Delivered **500%** revenue growth in Y1 (**95%, 53%, 95%** in Y2-Y4) and co-created a custom ERP/logistics stack lifting service gross margin by **20%**.

Co-founder & Director of Marketing · *Surya Solar*

2016 – 2018

Solar energy company · Brazil

Designed an online sales funnel that drew **70%** of clientele and drove a **300%** increase in lead generation. Redesigned the sales proposal format, improving conversion rate by **5%** with direct positive customer testimonials.

## FROM THE WORKSHOP

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**NARVI** 2026 Personal AI agent on Telegram with multi-channel orchestration.**KEYSCOPE** 2024 YouTube keyword engine with a 15-category coefficient system.**AI RISK CHECKER** 2026 • **Live · Cyberhaven** • Lead-gen widget surfacing enterprise risk scores for AI apps.**CONTENT MACHINE** 2026 • **Live · Cyberhaven** • 13-agent pipeline producing SEO/GEO articles, used by the Content Manager.**EXIT INTENT SYSTEM** 2026 Full-viewport lead capture with 6sense-powered personalization.**MULTIPLI-AVENTURE** 2026 French educational platformer teaching multiplication to my kids.

## EARLIER EXPERIENCE

2002 – 2010

Key Account Manager → Sales Manager · *Vendapontocom* · BrazilKey Account Manager · *Gigaset (Siemens Spinoff)* · BrazilTrainee → Export Analyst → Financial Analyst → Sales Analyst · *Siemens* · Brazil**PRESS** · 2014 – 2015 Weekly Columnist at *Estado de S. Paulo*, one of Brazil's most-read newspapers · column on entrepreneurship, innovation, and growth.