

JEAN GARCIA FALCÃO

Ponta Grossa, Brazil | +55 41 99104-8651 | work@jeanfalcao.com

Tax Status: Sole Proprietorship | Banking: ACH (US) & SEPA (EUR) Accounts Available
English Level: C1 (Advanced/Professional)

PROFESSIONAL SUMMARY

Versatile Creative Strategist and Growth Architect with a multidisciplinary background in marketing, technology, and professional media production. Expert at blending data-driven business intelligence with high-level creative execution. Proven track record in managing large-scale ad spends, designing conversion-optimized digital ecosystems, and integrating advanced AI workflows to maximize operational efficiency.

PROFESSIONAL EXPERIENCE

Creative Strategist & Marketing Consultant

April 2025 – Present

Solo / Freelance

- Developing end-to-end marketing infrastructures for international SaaS and service-based companies.
- Specializing in FastPageBuild workflows: creating high-speed, high-conversion landing pages for global markets.
- Consulting on AI implementation to streamline creative production and reduce operational overhead.

Marketing Consultant

April 2024 – March 2025

Connection Festival

- Developed high-conversion ticket sales funnels, ad spend strategies, and digital engagement campaigns for a major EDM festival located in Brazil.
- Acted as full-stack marketer in the company, handling everything from planning a party in a train to solving CPA issues with the media agencies.

Head of Marketing

January 2024 – March 2025

Bazar Curitiba

- Led the marketing department for a major retail chain with 7 physical locations.
- Oversaw full-scale content strategy and brand consistency across all digital and physical touchpoints.
- Managed significant ad budgets and team workflows to drive consistent foot traffic and regional market share.

Creative Strategist

January 2021 – December 2023

Tradestars

- Transitioned from Customer Success to co-developing a flagship course with the founder.
- Scaled product revenue from \$0 to \$50k, and finally to \$250k through rigorous testing and optimization.
- Promoted to Lead Creative Strategist, directing a 5-person team and taking full ownership of the digital strategy, creative direction, and the end-to-end customer pipeline.

CORE COMPETENCIES

Strategic Growth: Lead Gen, Media Buying, Funnel Architecture, CRO.

Creative Direction: Content Strategy, Copywriting, Storytelling.

AI Integration: Advanced Prompt Engineering, Workflow Automation.

Project Management: Agile, Operational Scaling, ClickUp Power User.

TECHNICAL TOOLKIT

Software: ClickUp (Expert), Meta Ads Manager, Google Ads Manager, Notion, Slack.

AI Tools: Deep integration of LLMs (Claude, Gemini, GPT) for technical and strategic use.

CREATIVE PROJECTS

Professional Music Production: Over 9 years of experience in sound design and technical audio production. Operates as a Professional Ghost Producer, delivering high-level composition, mixing, and mastering for diverse electronic music projects globally.