

THYAGO GOES

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PROFESSIONAL PROFILE

Data-driven CMO with 15+ years of experience in digital marketing, e-commerce, and igaming. Proven track record in **growth** and generating revenue in **emerging markets**. Expert in building marketing teams focused on scaling **user sign-ups**, converting **FTPs** and expanding **customer lifetime value**.

CORE SKILLS AND CAPABILITIES

- Crafting successful user acquisition campaigns
- Storytelling through marketing campaigns
- Affiliate SEO and Content marketing
- CRM for optimal user retention
- Wireframing (UX/UI) and CX optimization
- Pixel perfect deliveries
- Objective setting, data and analytics
- Team development, collaboration, leadership
- Problem-solving and critical thinking
- Testing and optimising mindset
- Nationalities: British, EU and Brazilian
- Fluent in English, Portuguese and Spanish

ACHIEVEMENTS

- Grew Zambian monthly deposits from zero to over \$1,080,000 within 9 months of launch in 2022.
- Achieved sub \$1 registration in all my geos, comparable to the market leader acquisition costs (Betpawa).
- Helped grow Bonmoja's monthly GGR to \$1.7m over 24 months despite many technical difficulties.
- Winner of *The Drum Recommends Social Media Agency Award 2018*, a prestigious vote based award.

PROFESSIONAL EXPERIENCE

BONMOJA LTD - LONDON (iGAMING INVESTMENT GROUP BY BETSSON FOUNDERS)

Chief Marketing Officer - February 2019 to date

- Rebranded and localised the [Bongobongo](#) brand for launch in 4 geos: Uganda, Kenya, Zambia & Tanzania.
- Ran monthly acquisition campaigns resulting in 65,000 registrations and converting 65% into FTDs per geo.
- Optimised Cost of Acquisition (CAC) to under \$1 per registration and achieved a \$0.75 FTD in Kenya.
- Generated 1.2 million registrations & 750,000 depositors over the last 12 months (3x growth YOY).
- Responsible for all marketing channels: influencers, paid ads, speed dials, web partnerships and [podcasts](#).
- Designed and built retention and referral campaigns such as the monthly [Bongobongo Share Competition](#).
- Grew the Bongobongo community of over 210 WhatsApp and Telegram groups with over 50,000 retained users and the average post attracting over 6,000 clicks.
- Managed local teams to deliver traditional marketing campaigns, such as the [Lusaka OktoberFest](#).
- Built an SEO affiliate website network to test new markets in [Angola](#), [Mozambique](#), [Brazil](#), [Peru](#) and [Chile](#), it generated over 100,000 monthly visitors & was sold to Bwise Media for approximately \$500k in 2023.
- Managing external agencies and partners to deliver brand visuals, web design and promotional messaging.
- Supporting and mentoring a cross-functional team of over 50 in London, Stockholm, Latam and East Africa.
- Reporting directly to the CEO and board of investors on P&L performance and new business opportunities.

TAYLOR AND GOES LTD - SOCIAL MEDIA AGENCY

Founder and Managing Director - May 2014 to December 2018

- Implemented effective business planning, forecasting and budgeting to grow turnover to £1m in 4 years.
- Built marketing, design, production, and HR functions to drive substantial, double digit growth year on year.

- Recruited, developed and mentored a multidisciplinary team to become the Winner of The Drum Recommends Social Media Agency Award 2018 and a Drum Network Award Finalist in 2016.
- Designed core agency services; content optimisation, design, influencer, advertising, and social media.
- Won De Agostini ModelSpace's global social account working with regional teams to deliver content, creative assets, influencer, community management and paid social campaigns, transforming brand experience and driving digital sales.
- Implemented eCommerce and social media content strategy for specialist supermarket chain, Produtos Brasileiros to drive 600% increase in online orders and deliver a Facebook engagement growth rate of 62x.

ACTION CAMERAS LTD & DRIFT INNOVATION LTD - SPORTS TECH ECOMMERCE

Managing Director (Promoted) - August 2010 to April 2014

- Fully accountable for Action Cameras' PnL and launching our own brand of electronic Drift Cameras.
- Managed an eCommerce team of 15 and B2B sales team supplying to B&H, Rakuten, Amazon, and others.
- Achieved online sales of £3.1 million in 2013 and B2B sales of 7.5 million, way ahead of industry standards.
- Launched multi-currency Magento websites in the UK, France, Germany, Italy, Portugal, Spain and Sweden.
- Achieved 98% sales growth in 2013-14, before the company was acquired by a Chinese investment group.

ACTION CAMERAS LTD

International Marketing and Operations Manager (Promoted) - August 2010 to January 2012

- Managed marketing channels: Email, SMM, SEM, PPC and SEO. Achieved 154% YOY increase web traffic.
- Project managed and delivered a multi-lingual/multi-currency Magento Enterprise eCommerce platform.
- Hired and managed a team of talented individuals, with technical, creative, SEO and customer service skills.
- Managed PR and media collaborations with mainstream editorials such as FT, Guardian, T3 Magazine, Stuff Magazine, FHM, Men's Health Magazine, Bike Magazine, MCN, and more.
- Quadrupled email database size by running competitions with partners like Garmin, GoPro and Steadicam.
- Content creation campaigns improved all site metrics, website conversion rate increased by over 55%.
- Organised consumer retail events, such as Gadget Show, Ski Show, Motorcycle Live, IOM TT, among others.
- Responsible for merchandising and seeking out new product ranges for our international websites.

EDUCATION

2004-2007 BA Honours in Business Management
University of Westminster

1997-2001 A-Levels and GCSEs
Cardinal Wiseman Roman Catholic College

CERTIFICATION AND TRAINING

Finance and Accounting Course- City University
Hubspot Inbound Marketing and Sales Certification

Facebook Advertising Course by Blueprint
eLearning Video Production

TECHNOLOGY AND SOFTWARE

MS Office, Google Docs, Advanced Excel
Adobe Indesign, Canva, Figma
Facebook Business Manager, Meta & Twitter Ads
Google Analytics, Search Console, Google Adwords
Magento, WooCommerce, Shopify eCommerce
Sprout Social Social Media Management
Asana, Zapier and Make automation apps

Hubspot CRM, Make, Automated Sales Funnels
NetRefer Affiliate Management System
MOZ, Ahref and SEMRUSH SEO Software
Mailchimp and Aweber Email Marketing
Advanced WordPress Content Management
Tableau, Google Data Studio, GTM
Xero Cloud Accounting