Felipe Santos

Head of Marketing

Marketing Leader | Team, Budget and Demand Generation | Lifecycle and CRM | AI Workflows

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SUMMARY

Hands-on marketing leader who sets the strategy, builds the systems and runs them. 14+ years across paid media, lifecycle, CRM, social and creator programs for wellness, B2B and startup brands. At Merrithew, owned a six-figure paid social budget in three regions with three direct reports. At Dicentra, moved demand generation from trade shows to webinars (qualified leads up ~50%, CPA down ~30%). Co-founded HighlightHub and raised $250K in seed funding.

SELECTED WINS

- **Efficiency:** Cut CPA ~25% and lifted conversion ~18% at Merrithew by rebuilding the creator program and testing across creative, audiences and landing pages.
- **Team:** Built and led an 8-person marketing team at a co-founded startup and took the company to a private sale.
- **Systems:** Designed an 18-workflow lead-to-revenue system with AI built in, cutting about 40% of time on onboarding and email follow-up.

EXPERIENCE

Fractional Marketing Lead, Growth Systems (Contract) **Dec 2025 – Present**
Pillar Studio Systems Remote
Revenue-infrastructure business serving boutique fitness studios. Retained to design its lead-to-revenue system.

- Built the system to handle 20 studio clients in its first year: designed first for one Pilates studio, then scaled into a repeatable system over about 8 months, including testing.
- Scoped the funnel, CRM data model and automation; hired and directed 3 freelancers, including a CRM developer and a designer, against one shared quarterly plan through build and pre-launch QA.
- Set the system design and owned delivery: a 14-page funnel and 18 automated workflows for lead scoring, routing, nurture and win-back, with consent built in.
- Audited every manual step, then built AI into content production, lead-magnet creation, onboarding and email follow-up.

Senior Social Media Manager, Marketing and Communications **Nov 2022 – Oct 2025**
Merrithew Toronto, ON
Global wellness brand and parent of STOTT PILATES, selling to studios, instructors (B2B) and consumers (DTC) across North America, Europe and Asia.

Scope: Led social, creator, paid social and integrated campaigns for a multi-brand portfolio. Three direct reports. Six-figure annual paid social budget.

- Rebuilt the creator and ambassador program around acquisition cost (briefs, usage rights, tracking and paid amplification in each market) and scaled UGC to a 500K+ audience; partner reels reached up to 4.6M views.
- Created an athlete video series with NFL and NBA stars to bring Pilates to athletes at every level, with videos at 1M to 1.3M views.
- Forecast and paced paid social spend across Facebook, Pinterest and Reddit, moved budget to the best-returning channels and markets, and reported results to senior leadership in business terms.
- Coached the social and community team through standards and weekly working sessions; one direct report was promoted to project manager.
- Drove inbound social demand generation (organic, partnerships, paid social, landing pages and lifecycle) supporting B2B and DTC revenue and a sales-led pipeline, with a focus on inbound lead quality.
- Helped split STOTT PILATES into STOTT PILATES Academy (instructor education) and STOTT PILATES Studio (classes) over a 12+ month project, shaping each brand's content and the guidelines for all three through launch.
- Built the social side of every major launch (a new education platform, education programs, equipment and sales events such as Black Friday) with Events, Education, Sales and Design.

- **Result:** Engagement up ~40% after the creator program and testing framework rolled out; the lower CPA freed budget for new-market expansion.

Senior Social Media Lead **May 2022 – Aug 2022**
RATESDOTCA Group Ltd. Toronto, ON
Short-term role. Financial services comparison platform; brought in during a marketing team transition to lead social and brand strategy and contribute to integrated TV, radio and digital campaign planning.

- Built the social and brand strategy presented to senior marketing leadership (five audience segments, competitive audit) and brand guidelines adopted across subsidiary brands.

Social Team Lead **Aug 2021 – Apr 2022**
OTBX Air Toronto, ON
Early-stage marketing agency that scaled quickly into a full-service digital operation before its funding ended.

- Led delivery for 15+ concurrent client accounts and a team of 7 as the roster grew from 5 to 15+.
- Built agency delivery from scratch: daily standups, Looker Studio dashboards and reusable campaign templates.
- **Result:** Restructured client funnels and offers, lifting qualified leads ~32% and client ROI ~40% across the portfolio.

Digital Marketing Manager **Jan 2020 – Aug 2021**
Dicentra Toronto, ON
B2B scientific consulting firm serving life sciences, natural health and regulatory compliance. Partnered with the VP of Marketing and CEO on strategy and go-to-market.

- Led full-funnel demand generation across Google Ads, Facebook, organic and email: campaign setup, audience segmentation, keyword strategy and creative testing.
- Moved demand generation from trade shows to webinars when COVID closed events, building to 1 to 2 webinars a month with promotion and nurture that educated buyers through the funnel.
- Set up lead scoring in Salesforce with the Sales team, so only qualified leads went to sales.
- **Result:** Qualified leads up ~50% and CPA down ~30%; lead quality kept rising as the webinar funnel matured.

Head of Marketing and Digital (Co-Founder) **Oct 2012 – Jan 2020**
HighlightHub Greater Toronto Area
Seed-funded sports media app (iOS and Android) where fans uploaded and shared highlights. Co-founded with four partners and grew to 15 people.

- Structured the marketing team (staff and interns) across content, social, community and influencer relations.
- Co-led fundraising, building decks and pitching investors including rooms with Gary Vaynerchuk and Roc Nation; raised $250K in seed funding.
- Worked with the development team from feature planning through the iOS and Android launch in April 2017, and owned go-to-market: positioning, user acquisition and a launch across web, mobile and social.
- Established partnerships with MLSE, the NFL, NBA and NHL, Roc Nation and Complex Media for athlete endorsements and league-level distribution.
- **Result:** Grew Instagram, Facebook and Twitter accounts to 1M+ combined followers and ~10M weekly impressions; sold several accounts, then the company.

SKILLS

Core: marketing operations, attribution and KPIs, lead scoring and routing, retention, channel strategy, marketing strategy and planning, hands-on execution

Leadership: team building and hiring, direct reports, budget ownership, forecasting and pacing, executive reporting, freelancer and agency management

Growth: paid social, demand generation, webinars, creator and influencer programs, lifecycle and CRM, landing page and creative testing, go-to-market and launches

Brand: brand strategy and architecture, brand guidelines, content strategy, community, partnerships

Tools: HubSpot, Salesforce, GA4, Looker Studio, Meta Ads Manager, Google Ads, Claude

EDUCATION

Business Administration | Everest College / Marketing Studies | Becker College