

Gabriel Pelc

Product Marketer in love with user psychology,
connecting value propositions and user's real needs.

+55 13 99709 - 8986

gabriel.pelc@hotmail.com

 [/gabrielpelc](https://www.linkedin.com/in/gabrielpelc)



Professional history:

● Product Marketing Analyst II

Cursos PM3

Aug 2020 - present

I was hired as the company's first employee doing everything, including marketing strategy to execution. Then I was promoted to be our first Product Marketer, focusing on user experience - one of the main strategic points.

I planned and took part on launching 5 core products. My responsibilities are user journey communication, engagement, retention and recommendation, product positioning, messaging, planning and execution of go-to-markets based on user discovery insights.

Academic history:

● Cursos PM3 - Product Marketing Course

Feb 2023

The main Product Marketing certificate in Brazil. Product launches and go-to-market strategy.

Workshop "Essentials of Product Marketing" with Martina Lauchengco

Dec 2022

A whole day of practice and theory with the Silicon Valley teacher and author of "LOVED".

ESPM - Microsegmenting strategies and Strategic Positioning

Aug 2020

Online course on public segmentation, messaging and positioning for new products.

Other projects

● Product Camp 2022

I was part of the organization team on the largest Digital Products event in Latin America, helping speakers and event attendees.

Product Marketing Brasil blog columnist

I was part of the brand's relaunch, community organization and wrote blog posts.

My own business

Graduated in Dentistry, I had my own dentist's office with high patient satisfaction.

Skills

● Fluent English

- 3 international student exchange programs
- TOEIC score: 980/990

Basic Spanish

Basic French

Great communication,
teamwork and soft-skills.