Emanuel Hespanhol

Marketing and Applied AI | Go-to-Market, Content Systems and Prompt Engineering

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SUMMARY

Marketing strategist with about 5 years in marketing and copy and 4 years working with AI, working where growth meets product. At arOS, an AI marketing SaaS, I led the marketing strategy (positioning, launches, onboarding, self-serve upgrades) while the platform grew from about 5K to 32K+ users, and, with the team, designed and evaluated prompts for 80+ AI marketing agents. Before that, I co-founded a marketing and sales agency for local businesses. Mechanical engineer by training and former iOS developer.

SELECTED RESULTS

- **5K to 32K+ users:** arOS platform growth while I led its marketing strategy.
- **80+ AI marketing agents** designed and evaluated with the arOS team.
- **100+ clients** served by the agency I co-founded; agency projects helped generate **BRL 10M+ in client revenue**.
- **BRL 1M+ in first-year revenue** at an e-commerce built with a business partner (I handled copywriting and funnels; my partner ran paid traffic).

EXPERIENCE

Marketing Strategist and Prompt Engineer

arOS | Mar 2025 to Sep 2026 | AI marketing SaaS

- Led marketing strategy across positioning, campaigns, launches, landing pages, ads, onboarding and the upgrade flow.
- Listened to the agency segment: agencies asked for multiple seats and team invites outside the product direction, so we scaled back acquisition there even though media returns were good.
- Structured a launch aimed at agency owners with an agency-owner influencer: content, ad messaging, landing page, email sequence, live-class outline and offer.
- Shifted a plan of about BRL 100 a month, previously worked through calls by about ten salespeople, to self-serve: adapted the offer, the in-product journey and the upgrade flow, with a landing page and a landing page with a VSL.
- Built a landing page testing workflow (pages in code on GitHub, a purchased template, AI copy and layout variations); with PostHog reading behavior, the team shipped new variants about every one or two days.
- Combined PostHog behavior data with user conversations to find onboarding drop-off and refund reasons, feeding an AI-assisted onboarding review.
- Talked with users, researched competitor products and features, and turned feedback into product proposals.
- With the team, designed prompts for and evaluated 80+ AI marketing agents (strategy, copywriting, VSLs, newsletters, carousels and an SEO/GEO/AEO page audit agent).
- Owned the main chat that orchestrates the product and compared GPT, Claude and Gemini via OpenRouter and Langfuse on quality, brand voice, speed and cost per approved answer rather than cost per token.
- Maintained existing Bubble and n8n flows in the first version and collaborated with the developers on content import and transcription.
- Responsible for the help center, tutorials, videos and courses for adoption and retention; ran nearly weekly live classes for customers for about a year.
- Part of Iman Gadzhi's AI team.

Marketing Director

Legalize Group | Nov 2024 to Mar 2025 | Group with distribution and accounting businesses

- Structured marketing operations and sales funnels for the group's distribution and accounting businesses.
- Developed offer strategy and conversion messaging, coordinating marketing activities across the group's businesses.

Co-founder and Chief Marketing Officer

All In Company | Jul 2021 to Nov 2024 | Marketing and sales agency for local businesses

- Served 100+ clients, including clients in Brazil, the United States and Australia.
- Built acquisition strategies, offers, copywriting and conversion funnels for the agency and its clients.
- Implemented CRM, structured sales teams and processes, trained commercial teams and coordinated project delivery with the team.
- Created WordPress/Elementor websites and landing pages with SEO principles and Google Business Profile; developed social media strategy for clients.
- Worked on expert launches, co-productions and evergreen sales funnels.
- Wrote copy and directly managed one copywriter (reviews and feedback) in an 11-person agency.

iOS Developer

Blackbook | Nov 2021 to Jan 2023

- Built iOS features in Swift while running the agency in parallel.

Analyst, Occupational Health Data

Vale S.A. (via Milmed) | Apr 2021 to Aug 2021

PROJECTS

Morada Imóveis AI content pipeline

2026 | Family real-estate business, Caratinga, Brazil

- Built the AI marketing workflow end to end: photos and listing data in a Drive folder become a carousel, caption and preview, approved by a human before scheduling on Instagram via Buffer.
- Produced reels in HyperFrames with AI narration and motion, scenes from Google Flow and Higgsfield, and HeyGen avatars; audited the site for SEO, AEO and GEO and published 10 articles.

Toma Pomodoro

Garmin watch app

- A free focus timer for Garmin watches in Portuguese and English, live on the Connect IQ Store, code on GitHub.

EDUCATION

- **Postgraduate Program in AI and Automation**, Rocketseat | Aug 2025 to Jan 2027 (in progress)
- **B.Eng. in Mechanical Engineering**, Federal University of Ouro Preto (UFOP) | 2015 to 2020
- **Technical Diploma in Industrial Informatics**, CEFET-MG | 2011 to 2014

SKILLS AND TOOLS

- **Marketing and growth:** positioning, go-to-market and launches, self-serve and upgrade flows, onboarding, landing page testing, user conversations and feedback, product analytics, copywriting, email sequences, conversion funnels, paid media, SEO/AEO/GEO, content strategy, customer education
- **AI and LLMs:** prompt engineering, LLM evaluation (Langfuse, LLM-as-judge), prompt injection guardrails; Claude Code, Codex, Antigravity, OpenRouter
- **Automation and build:** n8n, Make, Zapier, Bubble, Supabase, Vercel, Lovable, Framer, WordPress, GSAP, Git, Python (basic)
- **Analytics and ads:** PostHog, Google Analytics, Google Tag Manager, Search Console, Semrush, Hotjar, Looker Studio, Google Ads, Meta Ads, TikTok Ads
- **AI media:** HeyGen, Higgsfield, Google Flow, Sjinn, ElevenLabs, Midjourney, HyperFrames, Remotion, CapCut, Canva
- **CRM:** GoHighLevel, Kommo, Pipedrive, Pipefy
- **Work and collaboration:** Notion, Slack, Google Workspace, Jira, ClickUp, Figma, Miro

LANGUAGES

Portuguese (native) | English (advanced, C1, self-assessed)

REFERENCE

Letter of recommendation from UpTide, covering my work at arOS, available. Bruno Picinini, co-founder of arOS, available as a reference on request.