

Francisca Celestino

Head of Marketing & Growth | Go-To-Market & Demand Generation | CPG → B2B Startups

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PROFESSIONAL OVERVIEW

Marketing leader specializing in building from scratch, from team and stack to pipeline and brand. Expert in go-to-market strategy, demand generation, and marketing operations across startup and global CPG environments. Direct partner to executive leadership, driving cross-functional initiatives across Sales, Data, and Finance, with a track record of market expansion across the U.S., Mexico, and Latin America. Rare combination of global CPG brand-building and hands-on startup execution.

CORE COMPETENCIES

Go-To-Market Strategy & Execution | Demand Generation & Funnel Design | Marketing Operations & CRM | Brand Strategy & Positioning | Regional & Multi-Market Growth | Cross-Functional Leadership | Agency & Partner Management | Performance Marketing & Analytics | Launch Orchestration | Workflow Automation | AI-Powered Marketing Tools | Multi-Channel Campaign Management

WORK EXPERIENCE

UpTerra Jun 2023 - Present (AgTech | Remote)

Head of Marketing

Built the marketing function from scratch, leading a team of 5 plus agency and freelancers across brand, demand generation, and market expansion. Designed and launched a full-funnel, multi-channel demand generation engine spanning paid media, SEO, email, events, PR, TikTok, and print, generating 2000+ contacts in under 8 months in a highly specialized B2B market. Drove 259% YoY website traffic growth and 1,214 conversions in the first 6 months of 2025, with 500+ qualified leads at a 25.7% sales-ready rate and 34% close rate. Scaled LinkedIn organic reach +224% in a single month through credibility-led content strategy. Owned brand end-to-end: website redesign, hero video production, investor content, and full sales collateral suite across two markets.

Marketing Lead

Lead the foundation for market expansion through strategic partnerships, merchandising, and events. Collaborated with Sales and Data teams to develop consumer insights and translate them into targeted content and campaigns. Within 6 months: Secured +10 industry media mentions in and launched Spanish-language market entry for Mexico. **Built post-event nurturing workflows achieving 29% open rate and 13% CTR.**

Amalgama Feb 2022 - June 2023 (Software Development Studio | Remote)

Marketing & Communications Manager

Led brand positioning and demand generation strategy for a B2B, trust-driven product, with focus on strategic partnerships to drive visibility and credibility. Built and managed alliances with key industry partners, resulting in a 14% expansion of the customer database. Restructured web and SEO strategy to improve qualified traffic and B2B discoverability. Developed organic social, webinar, and event programs in collaboration with agencies.. Implemented analytics and ROI tracking, achieving 8% web traffic growth and 13% LinkedIn audience growth YTD, all through organic channels.

ABinBev Feb 2019 - Jan 2022 (CPG - Food and Beverage)

Marketing Creative Effectiveness & Capabilities Lead

Led creative effectiveness transformation using **agile marketing frameworks and structured creative processes**, improving speed and quality of campaign execution. Partnered with **global creativity experts and international industry leaders** to review, mentor, and elevate local brand work, increasing exposure to world-class creative standards.

Drove brands to win **7 Cannes Lions and 40+ local awards** (40%+ YoY increase) while designing and leading national Marketing Capabilities and Academy programs that upskilled **90+ marketers** with **98% completion rate** and capability scores **2x above CPG average**.

Advertising Project Manager (In-House Agency - draftLine)

Led strategy and execution of multi-brand creative campaigns, managing cross-functional creative and strategy teams.

Delivered high-impact national campaigns for brands including **Corona, Budweiser, 7Up, and PepsiCo portfolio**. Managed scope, timelines, budgets, and stakeholder alignment across product launches, sponsorships, and rebranding projects.

Regional Marketing Coordinator (GMT program)

Built and led independent regional marketing teams, enabling localized strategy, partnerships, and campaign execution.

Drove 2% brand equity growth for Brahma in Northern Argentina within six months. Scaled personalized regional activations across **Budweiser, Stella Artois, and Corona Beers**.

Loreal Jul 2017 - Jan 2019 (CPG - Beauty)

L'oreal Paris Elvive Brand Analyst

Analyzed operating accounts for product innovation including **new launches and annual budgets**.

Managed product **launch samples**, consumer testing programs, and promotional design. **Led content creation**, website development, and social media management. Oversaw **E-Commerce in official stores and E-Retail**.

EDUCATION

Bachelor's Degree in Marketing Universidad Católica Argentina (2014 - 2018) | **Exchange Program in Digital Marketing** Université Catholique de Lyon, France ESDES (2017) | **Professional Culinary Degree (Chef)** Instituto Argentino de Gastronomía (2014 - 2017)

LANGUAGES

English Fluent (professional working proficiency) | **Spanish** Native | **French** Basic A1

TOOLS

HubSpot (CRM & Automations), Google Analytics, Google Tag Manager, Looker Studio, Google Ads, Meta Ads Manager, SEMrush, WordPress, Gravity Forms, Zapier, Figma, Canva, Airtable, Notion, ClickUp, Zoom Webinars, Mailchimp, NetSuite, SAP, ChatGPT, Claude.