
Natalia Ramírez Castillo

GROWTH · LIFECYCLE · CRM SYSTEMS EXPERT

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[LinkedIn](#) · [Portfolio](#) · Native Spanish · English C2 · French B2

PROFESSIONAL PROFILE

Growth, Lifecycle & CRM Systems professional with experience across fintech, SaaS, B2B technology, agency environments, and commercial operations. I connect strategy with hands-on execution across go-to-market, demand generation, customer journeys, CRM architecture, and marketing automation. Experienced collaborating with Product, Engineering, Data, Marketing, and Sales teams in Latin America and North America.

CORE EXPERTISE

Growth & Go-to-Market · Demand Generation & ABM · Lifecycle & Retention · CRM & Marketing Automation · Analytics & Tracking · Revenue Operations · Cross-functional Delivery

PROFESSIONAL EXPERIENCE

Noetic Creative

Mar–Apr 2026

Lifecycle Marketing Specialist · Remote

- Designed and configured journeys, segments, triggers, and workflows across acquisition, nurture, onboarding, and re-engagement in CRM and marketing automation environments.
- Supported data quality, imports, deduplication, campaign QA, tracking, deliverability reviews, and documentation with technical and creative teams.

LaValentina Design

2025

Commercial Director · Bogotá

- Structured commercial follow-up processes, pipeline stages, and sales routines in Bitrix24, with activity and opportunity visibility through Looker Studio.
- Coordinated proposals, client relationships, and collaboration across commercial, strategy, and creative delivery teams.

The Pedowitz Group

Nov 2024–Aug 2025

Marketing Automation Specialist · Remote

- Built and quality-assured campaigns, forms, segments, lead-scoring rules, and workflows across Marketo, HubSpot, and Salesforce-connected systems.
- Supported enterprise partner-marketing and sales-enablement programs with structured QA, documentation, and stakeholder coordination.

Nequi / Bancolombia

Jun 2022–Jul 2024

Marketing Leader — Open APIs, B2B & Embedded Experiences

- Developed go-to-market, product adoption, and communication initiatives for digital financial products, payment APIs, and embedded experiences.
- Partnered with Product, Engineering, and Data to define behavioral event requirements and journeys, supporting QA, segmentation, and communications through CleverTap/Firebase.

PROFESSIONAL EXPERIENCE (CONT.)

Cafeto Software

Aug 2020–Mar 2022

B2B Digital Strategist • Remote

- Developed demand generation, ABM, content, and nurture campaigns for B2B technology services and consultative buying cycles.
- Managed HubSpot components, landing pages, segmentation, and workflows while connecting marketing-to-sales handoffs with analytics.

The Brand Pals

2019–2020

Founder & Marketing Consultant

- Founded a boutique consultancy supporting hospitality and other businesses with digital strategy, content, public relations, and client management.

Axioma / Revista La Barra

2017–2019

Editorial Coordination & B2B Marketing • Bogotá

- Coordinated editorial calendars, newsletters, industry content, and relationships with contributors and sponsors.
- Supported foodservice industry events and recognition programs, connecting editorial production with operational execution.

CURRENT INITIATIVES

Independent consulting and founder-led initiatives (2026): specialized Growth, Lifecycle, and CRM services. Building CREXXE, a small-business marketing agency, and Agency Command Hub, an early-stage B2B digital platform.

EARLIER ENTREPRENEURSHIP

Il Receso • Founder and café operator (2014–2015). Earlier experience in retail, bilingual customer service, and hospitality (approximately 2009–2014).

TOOLS & TECHNOLOGIES

CRM & Marketing: HubSpot, Salesforce, Marketo, Klaviyo, ActiveCampaign, CleverTap, ZiftONE, Bitrix24, Pipedrive, Pardot.
Data & Automation: GA4, Google Tag Manager, Firebase, Looker Studio, Power BI, Zapier, Make, n8n, applied AI tools.

EDUCATION

Universidad de La Sabana — Social Communication and Journalism (partial studies). Instituto Gato Dumas — Culinary Arts and Gastronomy Management (partial studies).

PROJECT LINKS

[CREXXE](#) • [Portfolio](#) / [Portafolio](#) • [LinkedIn](#)