PORTFOLIO · 2026

Marketing, growth and AI built into systems.

I lead marketing at Vinícola Thera, a wine and hospitality group, and build the tools the team uses every day: data dashboards, automation and AI applied to media and sales.

+107%
e-commerce revenue

20% → 40-50%
repeat-purchase rate

10 sources
of data in one dashboard, refreshed every 15 min

+97%
campaign conversion

Matheus Gianini
Head of Marketing & Growth · São Paulo, Brazil

Swipe →

What changed in the business

VINÍCOLA THERA · SINCE 2022

Winery and online store, wine bar, boutique inn and residential project. Team of 5 to 6.

1

+107% e-commerce revenue

I rebuilt Meta Ads, Google Ads, the KPIs and the Shopify store. Campaign conversion rose 97%.

2

Repeat purchase from about 20% to 40-50%

Email flows and segmentation in RD Station, plus Thera Club, a tiered loyalty program connected to Shopify. Average order close to BRL 1,000.

3

110K organic followers

Brand repositioning across every digital touchpoint, with a premium identity.

BEFORE · CONSULTING NOW, FRANCHISOR · 2019 TO 2022

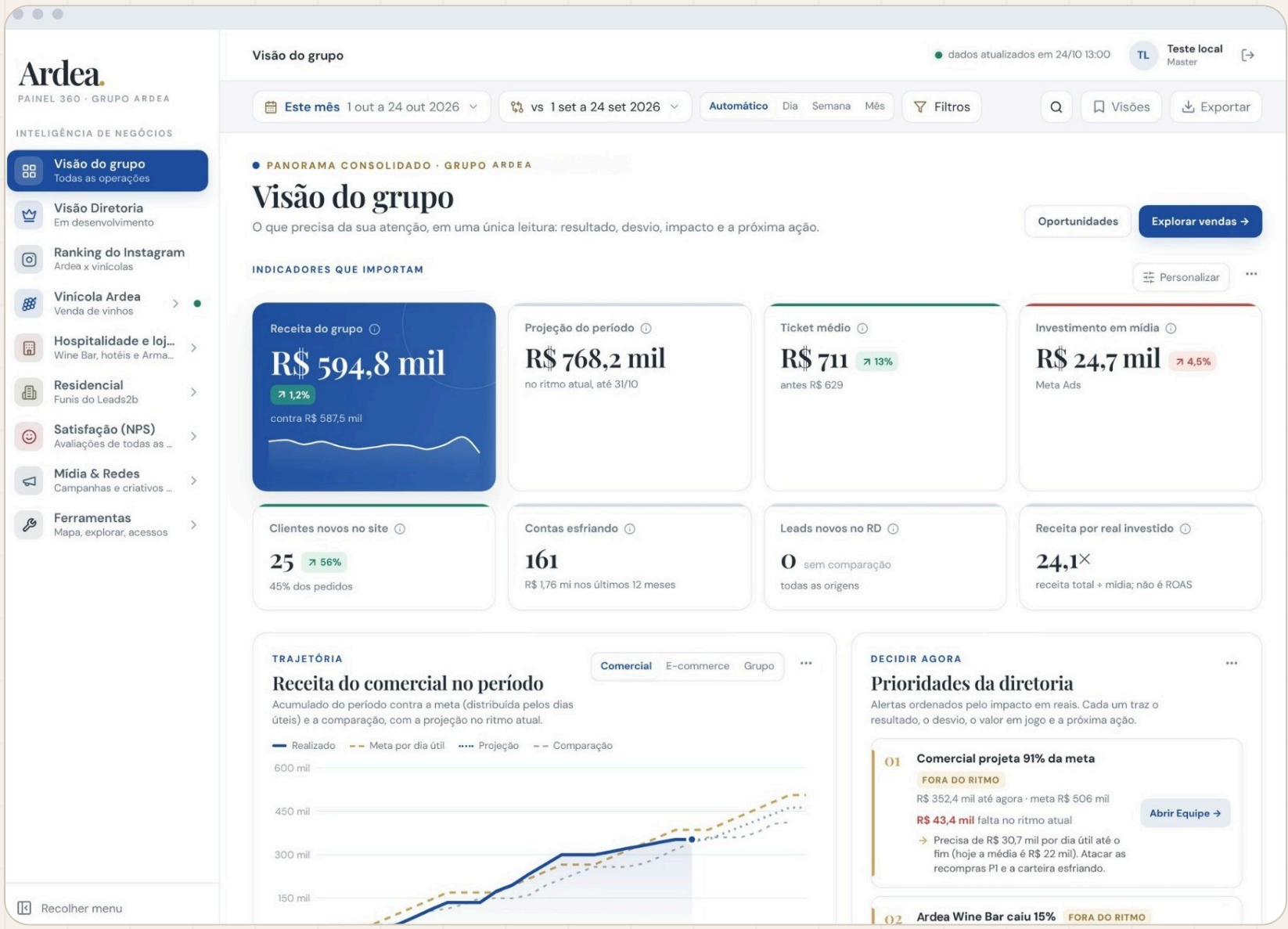
4

+320% network growth: from 10 to 42 franchises

Multichannel campaigns to attract franchisees and a website focused on investor leads, in 3 years.

The whole group on one screen

I built the board's data system from scratch. It joins 10 sources, from the Omie ERP to Meta Ads, Agendor and my own NPS, and ranks priorities by revenue impact.



10
data sources

15 min
between refreshes

38
releases in 13 days

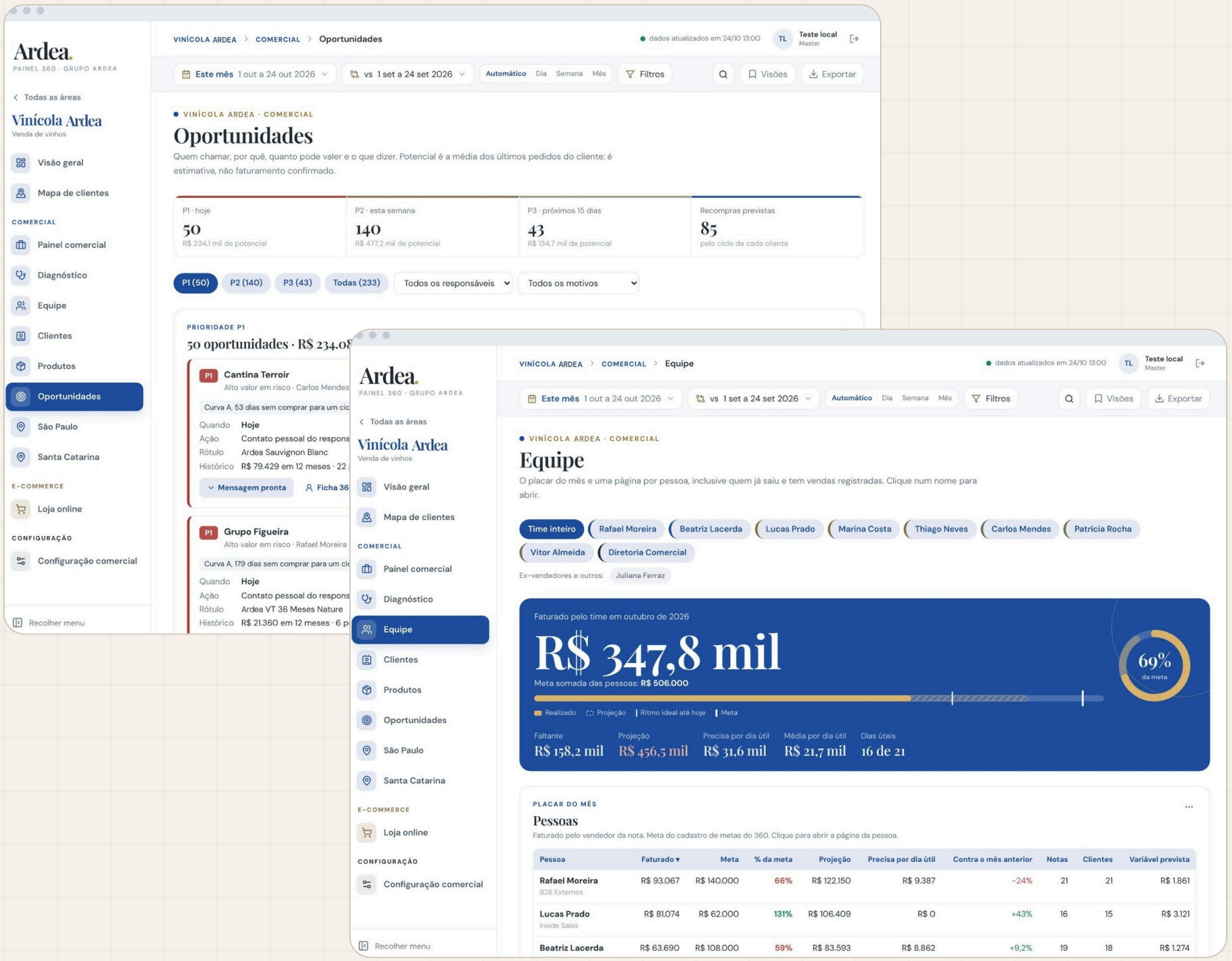
8
access profiles

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Fictional brand and demo data

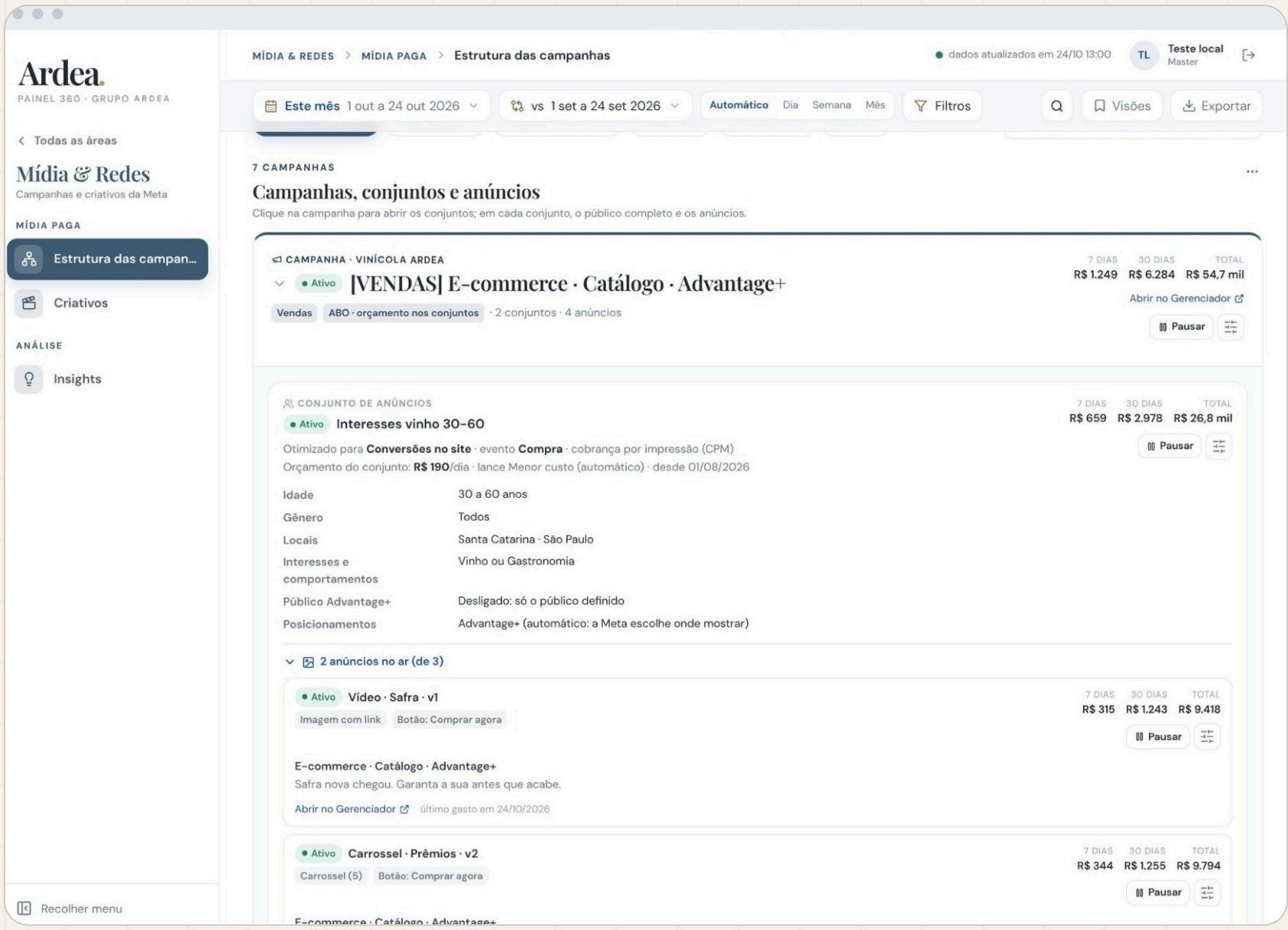
Who to call today and what to say

Customers ranked by potential, with the reason and a ready-made message: one click sends it via WhatsApp or email. Each rep has a scoreboard, target, message of the day and task creation.



Over BRL 600K a year in media, managed with data

Meta data lands in the database on every refresh. The dashboard shows hourly spend, funnel and ROAS by business unit, and I adjust budgets or pause ads right there, with a safety limit and undo history.



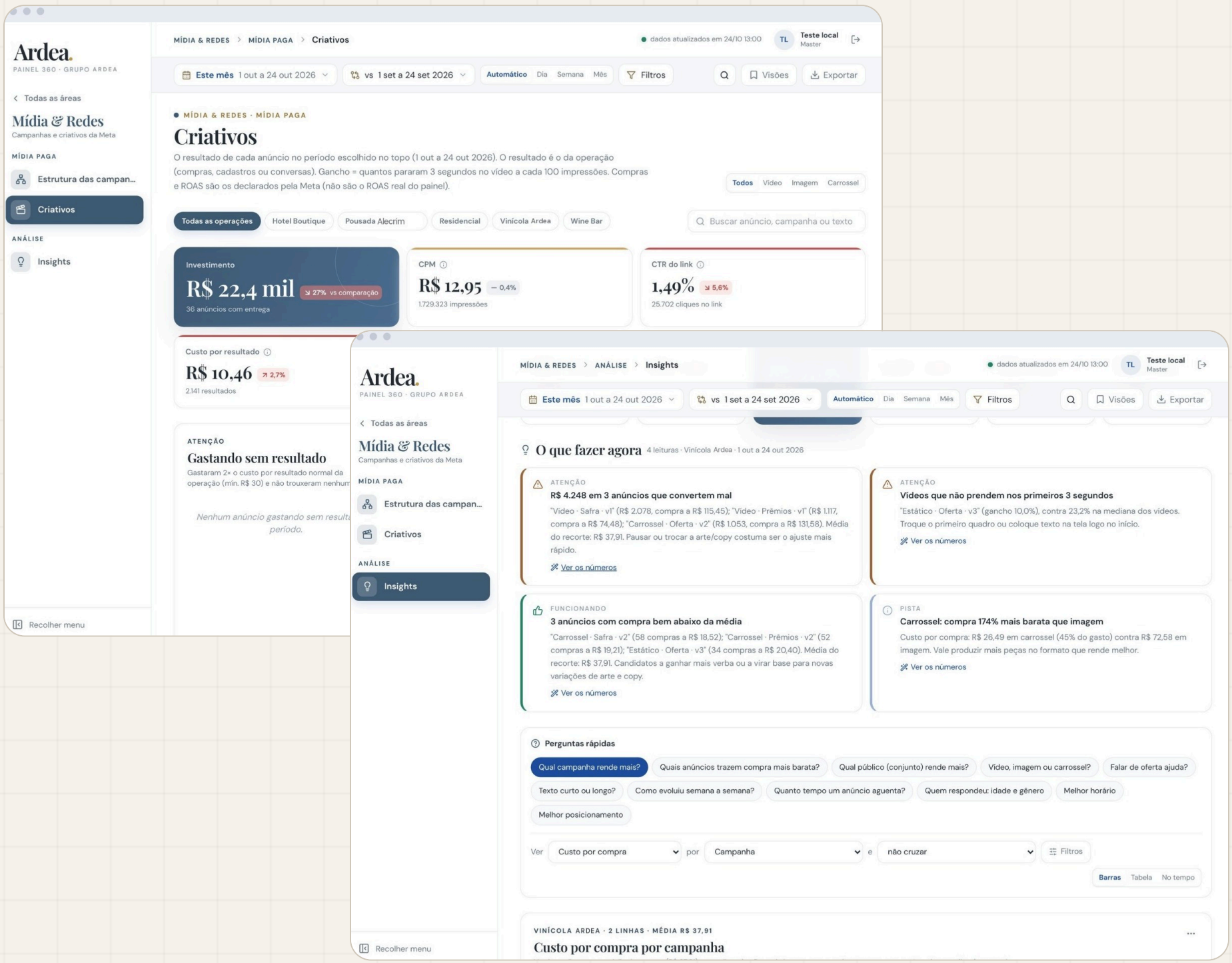
3.9K
ads mapped

1 min
for a change to reach Meta

20%
budget change limit

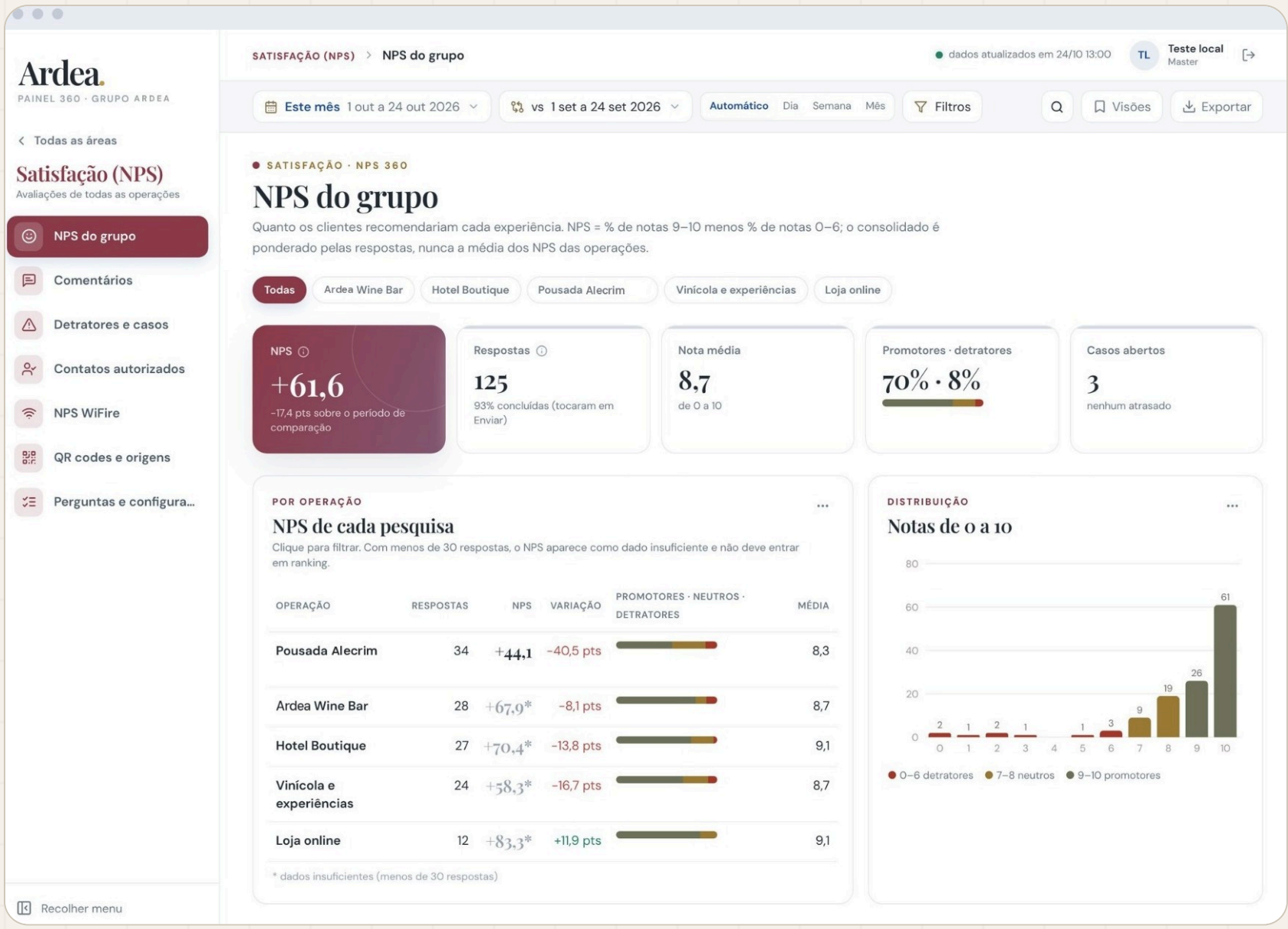
Every creative analyzed in depth

Beyond the campaign: fatigue, spend without results, the 3-second hook and the format that buys cheapest. I cross cost per purchase with audience, time of day, age and gender.



Instead of subscribing to a platform, I built one

NPS surveys across every unit of the group. Every 0-6 score becomes a case with a deadline, an owner and follow-up.



5
business units

24 h
to first action

BRL 0
per response, runs on existing infrastructure

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Fictional brand and demo data

The engineering behind the dashboard

I built and maintain the whole stack, from server to deployment. Security drives the design.

1 · SOURCES

Omie, Meta Ads, Agendor, RD Station, Shopify and more

The Omie ERP updates in real time. The rest come in via webhook or API.

↓

2 · AUTOMATION

n8n flows

Collect, clean and store everything with no manual step.

↓

3 · OWN DATABASE ON A VPS

Self-hosted PostgreSQL, in Docker

Raw
original data

Clean
cleaned and filtered

View
only what the dashboard uses

↓

4 · DELIVERY

Supabase gets only the view layer

The React dashboard reads from there, with access profiles. Full data never leaves the server.

VPS · Docker · Deploy · PostgreSQL · n8n · Supabase

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AI working inside the routine

Not tool testing. AI connected to the data and platforms marketing actually uses.

AI

Claude via MCP for analysis

I query Meta Ads, Google Ads, GA4, GTM and RD Station in conversation, plus the dashboard database, which already holds analysis-ready views.

UX

Design judgment with AI

I use AI to create and fix Shopify store pages, with my own design judgment guiding every change.

RAG

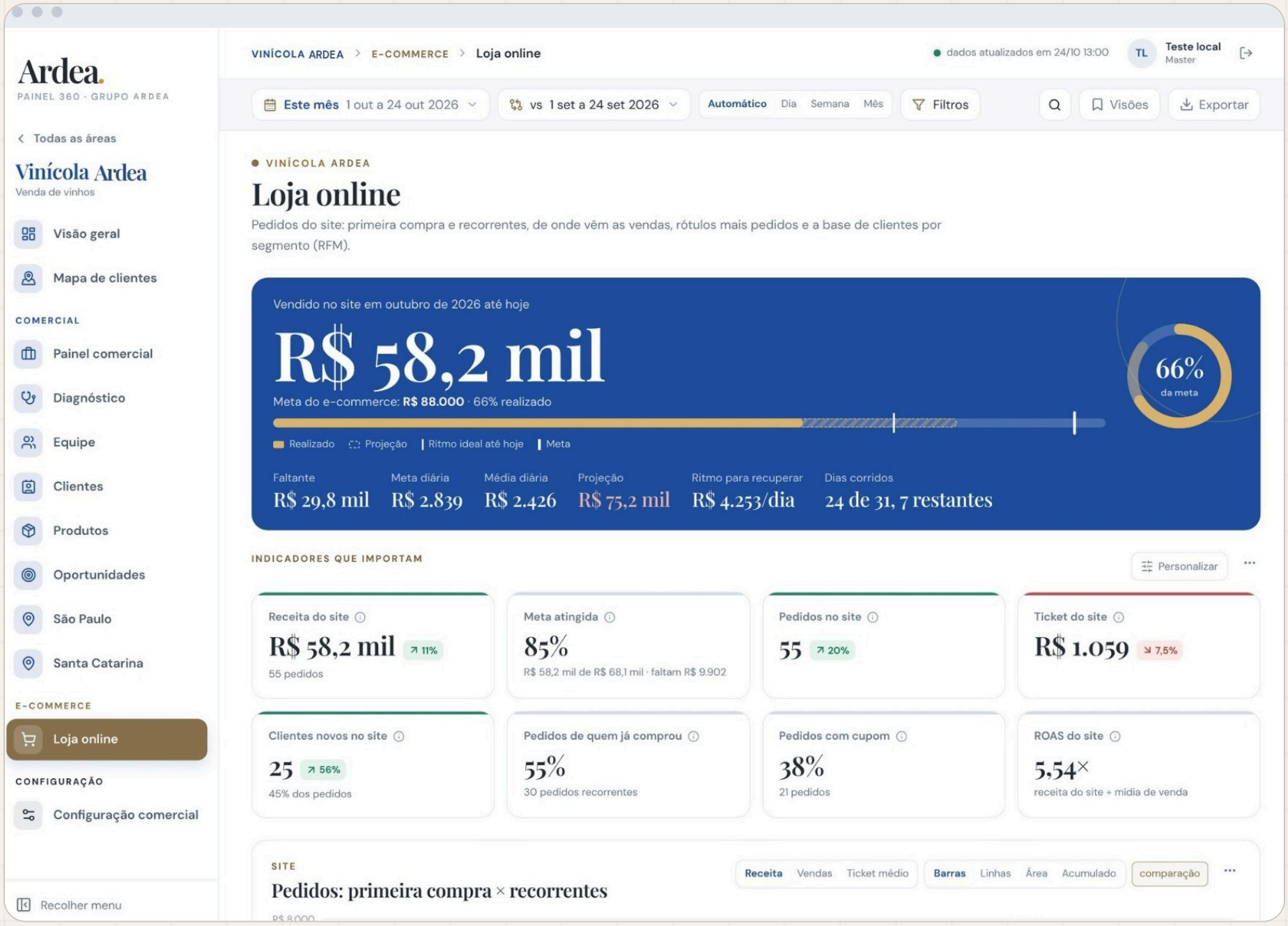
Multi-tenant SaaS with RAG

Tenant isolation, a pgvector vector store and model orchestration (Gemini and OpenAI).

Claude · MCP · OpenAI · Gemini · pgvector · n8n

The online store against its target

Daily target, month-end projection, average order and the split between first-time and returning buyers.



+107%
gross revenue

+97%
campaign conversion

~BRL 1,000
average order

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Fictional brand and demo data

Live websites, go take a look

I built and manage the group's websites, each with a clear role in the funnel.

ONLINE STORE

vinicolathera.com.br

The winery's Shopify store, with the Thera Club loyalty program built in.

CORPORATE

fazendabomretiro.com.br

The front door to the group and all its businesses.

HOSPITALITY

hotel.fazendabomretiro.com.br

The boutique inn's site, with lead capture automated in n8n.

REAL ESTATE

residencial.fazendabomretiro.com.br

Launch of the residential project, with a lead funnel connected to the CRM.

Marketing that shows results and the tool that measures them.

Growth, performance, e-commerce, data and AI applied to marketing.

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