

CANDELA GARCÍA

Head of Marketing · B2B Growth, GTM & AI-Powered Execution

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CORE COMPETENCIES

Problem-Solving "If you can write a problem down clearly, it is already half-solved" (Kidlin's Law). I use problem-solving frameworks to diagnose root causes and create processes that actually solve what they're supposed to solve

Technical Builder Hands-on builder of internal and external tools. My stack: Claude, n8n, Railway, GitHub, Apollo, API integrations

GTM & Revenue Operations Pipeline strategy · ICP definition · Outbound motion design · Sales enablement · Multi-touch nurturing · Paid acquisition built from scratch with CAC & ROAS definitions

Funnel & Growth Operations: End-to-end funnel ownership from acquisition to conversion. Comfortable running conversion experiments across each stage of the funnel.

Strategic range, no hand-offs: 4+ years working directly alongside CEOs, CFOs, and CMOs, always in lean teams where I'm also the one executing · Leading multi-market expansion across LATAM and US

PROFESSIONAL EXPERIENCE

Head of Marketing · Workana · Freelance Marketplace & B2B Staffing · 2024 – Present

Workana connects companies with top talent across Latin America and the US. I am currently in charge of the full GTM motion for our staffing services, which means building the operational infrastructure from scratch, defining the product positioning, and reporting weekly SQL scorecards to the CEO and cofounders.

- Built partnership-led GTM motion from zero: orchestrated co-marketing with ecosystem partners (VCs, Accelerators, Tech Startups!) across LATAM and US, designed and ran a Founders Dinner program as an acquisition channel and handled the outreach, event coordination and post-event nurturing to conversion.
- Owned end-to-end funnel for Workana Education (free platform sign up → webinar → paid customer): managed +50K weekly signups, improved webinar attendance rate by 20%, and built the paid media channel from scratch with CAC efficiency as the primary constraint.
- Built proprietary AI content engine using Claude Code to generate unique angles from internal calls and client data. Core question driving the system: "What content can only Workana talk about?"
- Sat in executive decision-making alongside CEO and cofounders — not as a marketing reporter, but as a cross-functional operator with visibility across revenue, ops, and product.

Head of Marketing · Kineo Latam · B2B Ed-Tech (Enterprise) · Oct 2022 – 2024

High-ticket B2B ed-tech (+\$60K products) targeting enterprise clients across LATAM. I owned full strategy and execution, and built the company's first outbound motion from the ground up.

- Built outbound sales motion from zero: designed playbook, selected and configured tooling, and directly supervised the sales team during execution. Delivered +25% pipeline increase in Q1 — the first quarter of operation.
- Led market expansion into Chile, Colombia, and Peru while sustaining leading share in Argentina and Mexico — 3 new markets launched in under 12 months.
- Designed and ran 100+ attendee in-person events with enterprise clients including Televisa, Cinopolis, YPF, and Techint — end-to-end ownership from venue to post-event follow-up.
- Diagnosed underperforming paid acquisition, led freelance performance team to revamp campaigns and launch retargeting — +35% lead volume within 3 months.
- Reported directly to CEO; participated in strategic planning across revenue, product, and market expansion decisions.

Content Marketing Manager (promoted x2) · Coderhouse · Ed-Tech · Jul 2021 – Oct 2022

Promoted twice in 15 months (PR Manager → Marketing Manager → Content Marketing Manager). Final scope: content strategy across 7 LATAM markets, cross-functional squad of 7.

- Identified cart abandonment gap with no clear owner across Product, Marketing, and Sales. Self-assigned ownership, coordinated cross-functional intervention (funnel changes, automated recovery sequences, baseline tracking), and delivered +30% conversions within 60 days.
- Built tone-of-voice strategy and growth initiatives across Argentina, Mexico, Colombia, Chile, Uruguay, Peru, and Brazil — reporting to Chief Growth Officer.
- Crafted PR strategy and managed PR agencies across Chile, Uruguay, Brazil, and Mexico — directly responsible for partner-style relationships across markets.
- Coordinated product launch campaigns across Social Media, Email, and Audiovisual teams; owned TikTok, Instagram, and Twitch strategy; designed Out-of-Home activations across LATAM.

Regional Account Executive, PR & Influencer Marketing · Another · Communications Agency · Aug 2018 – Jun 2021

Promoted from PR Account Assistant. Led 360 communications strategies for B2B SaaS and consumer tech clients across 5 LATAM markets.

- Managed multi-market campaigns for HubSpot, Pinterest, Wise, Teads, Pandora, Turkish Airlines, and Beat across Argentina, Mexico, Chile, Peru, and Uruguay.
- Built stakeholder alignment and cross-border vendor coordination skills working with global tech brands across different cultures and regulatory environments.

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Public Relations · Universidad Argentina de la Empresa (UADE) · 2015–2018

Brand Management · Capacitarte UBA · 2018

Blogging for Business · Ahrefs Academy · 2020

Growth Program, B2B Path · Demand Curve · 2022

LANGUAGES

English · Bilingual, Trinity College London GESE 12

Spanish · Native