

Fernando Anselmi

Growth & Product Marketing Manager

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SUMMARY

Growth and product marketer with 8 years of experience, the last six at Micromentor, the world's largest free mentoring platform for entrepreneurs. I run paid acquisition for both sides of the marketplace across LATAM, Sub-Saharan Africa, MENA and the US, and in 2026 took on product marketing for the B2B business. I also build my own tools when the standard ones fall short.

EXPERIENCE

Micromentor

Oct 2020 – Present · Remote

Free global mentoring platform connecting entrepreneurs with volunteer business mentors. Nearly 500,000 members in 180+ countries. Part of Mercy Corps until 2025.

Growth & Product Marketing Manager

May 2026 – Present

Role expanded in 2026 to add product marketing for the B2B business on top of growth.

PRODUCT MARKETING (B2B)

- Built the B2B go-to-market from scratch with our CEO: target segments, plus positioning and messaging for both product tiers.
- Set up outbound and ran a team of three part-time BDRs. About a quarter of the accounts we contacted replied in the first month.
- Tracked that first month end to end, found that interested replies were stalling before they became sales calls, and rebuilt the lead qualification rule and the handoff to sales.
- Write the requirements docs that turn what buyers tell us into product priorities.
- Launched the B2B product site and the inbound program around it, starting with a webinar series and a lead-magnet calculator.

GROWTH

- Run paid acquisition for both sides of the marketplace across four regions on a six-figure budget, judged on qualified signups rather than cheap ones.
- Designed and coded Helm, an internal tool that shows how to split Meta spend across regions, audiences and funding sources, which Ads Manager can't do. Built with Next.js, Supabase and the Meta Graph API.
- Co-own activation with Product, getting new entrepreneurs and mentors to their first one-on-one exchange while working to a target of two entrepreneurs per mentor.

Growth Marketing Manager

Jun 2022 – May 2026

- Grew new-user acquisition 150% over three years across 15+ markets, backed by an ongoing A/B testing program.
- Ran a six-figure paid budget across Google, Meta, TikTok and LinkedIn, and cut cost per acquisition 28% while signups grew 1.8x.
- Launched sweepstakes-based referral programs to grow organic signups at a lower CAC.
- Set up lead-nurture automation in Salesforce and Zapier that lifted MQL-to-SQL conversion 22%.
- Built the growth dashboards in GA4, Metabase and Tableau, and used SQL segmentation to find the user cohorts worth investing in.

Content Manager

Oct 2020 – Jun 2022

- Ran Micromentor's social channels and paid campaigns on Facebook, LinkedIn and Google Ads.
- Wrote educational content for entrepreneurs, like a Business Model Canvas guide, and told mentor and entrepreneur success stories.

Doctor Leads

Nov 2020 – May 2021 · Contract · Remote

Healthcare marketing agency, Chicago. Freelance contract, alongside Micromentor.

Senior Copywriter

- Wrote direct-response copy and landing pages for healthcare practices, lifting patient-acquisition conversion 30%.
- Wrote the agency's own B2B outreach sequences to win new clients among medical professionals.

Texel

Nov 2019 – Nov 2020 · Moscow, Russia

3D body-scanning technology company.

Senior Innovation Manager

- Ran B2B lead generation and a high-ticket sales pipeline, and researched international markets and partners for the technology.
- Wrote thought-leadership and technical content that grew organic search visibility 30% in a year.

Winno Moscow

Oct 2018 – Oct 2019 · Moscow, Russia

Startup incubator.

Senior Marketing Assistant

- Ran content and email marketing for early-stage startups in the incubator.

SKILLS

Growth: Paid acquisition (Meta, Google Ads, TikTok, LinkedIn) · Two-sided marketplace growth · A/B testing · Lifecycle and activation · Referral programs · CAC and CPA management · Budget pacing

Product marketing: Positioning and messaging · Go-to-market strategy · Sales enablement · ICP definition · Outbound prospecting · Market requirements documents

Data and tools: SQL · Metabase · GA4 · Tableau · Salesforce · Zapier · Apollo

Building: Next.js · Supabase · Meta Graph API · AI-assisted development (Claude Code)

EDUCATION

Bachelor's degree, Communications and Marketing · Universidad de Lima

LANGUAGES & VOLUNTEERING

Languages: Spanish (native) · English (fluent)

Volunteer mentor, Micromentor: advise early-stage founders on business plans and marketing.