

# MARIA WARTH

## PRODUCT MARKETING MANAGER

Rio de Janeiro, Brazil | marianwarth@gmail.com | [LinkedIn](#) | [Portfolio](#) | +21 9 9601-2684

### PROFILE

Results-driven Product Marketing Manager with proven success in premium indie game marketing and Steam platform optimization. Demonstrated expertise in systems-multiplayer and crafting survival genres, having driven 10,100% platform sales growth and 180,000+ community engagement increase. Specialist in go-to-market strategies, multilingual community management, and data-driven campaign optimization across global markets.

### RELEVANT EXPERIENCE

---

#### **Dumativa Game Studio | Remote**

Product Marketing Manager & Project Manager | May 2022 - Present

- Spearheaded go-to-market strategies for 5+ digital products, resulting in 30,000 additional sales and demonstrating expertise in systems-multiplayer and survival crafting genres
- Led community campaigns achieving 180,000 new wishlists through strategic content planning and deep understanding of player behavior
- Created comprehensive marketing analytics frameworks to track KPIs and optimize campaign performance across multiple platforms, including Steam
- Managed cross-functional teams and development partnerships globally, ensuring consistent brand messaging and timely delivery of marketing assets

#### **Flux Games | São Paulo**

Marketing Specialist | Mar 2021 - May 2022

- Achieved 10,100% sales increase on Microsoft Platform through strategic marketing initiatives and Steam optimization
- Developed and optimized paid media campaigns across multiple channels, focusing on ROI/ROAS and conversion metrics
- Led cross-platform sales analysis and reporting, providing actionable insights for stakeholders
- Executed successful PR and influencer marketing campaigns for game launches

## Short N Sweet (Flux Games Publisher) | Remote

Brand Strategist | Mar 2021 – May 2022

- Led brand strategy development for 4 major game titles, creating comprehensive go-to-market plans
- Optimized Steam store presence including tags, product pages, and virtual event participation
- Managed stakeholder relationships across multiple markets while maintaining consistent brand messaging
- Created analytical frameworks to measure marketing effectiveness and campaign performance

## EDUCATION

---

**Specialization course in Digital UX: User Experience on Digital Platforms**

Pontifícia Universidade Católica de São Paulo.

Remote

Nov 2020 – Dec 2020

**Bachelor of Communication in Marketing**

Pontifícia Universidade Católica do Rio de Janeiro.

Rio de Janeiro, Brazil

Jul 2015 – Jan 2020

**ELS – Language Centers**

English study exchange

Los Angeles, United States

January 2012 – February 2013

## COURSES

---

Elas na AI Mentoring Program

WoMakersCode

Graduation Date: May 2024

Google Analytics

Google Career Certification

Graduation Date: April 2024

Practical Google Ads Course

MB2R

Graduation Date: Aug 2018

## INTERESTS, SKILLS & LANGUAGES

---

**Platform Expertise:** Steam store optimization, virtual events management, Microsoft Store, Xbox, PlayStation, Nintendo and Epic.

**Marketing:** Go-to-market strategy, community management, brand positioning, influencer marketing

**Analytics:** KPI tracking, performance marketing, user acquisition, sales funnel analysis

**Languages:** English (Fluent), Portuguese (Fluent), Spanish (Basic)

## KEY ACHIEVEMENTS

---

- Drove 180,000+ wishlist growth through targeted Steam community campaigns
- Achieved 10,100% platform sales increase through strategic marketing initiatives
- Led 5+ successful game launches with consistent ROI and community growth
- Managed marketing campaigns across 3 language markets with proven engagement metrics