

EDUARDO FERREIRA DE MATTOS

Growth & Technology Consultant | Founder & CEO, EverGreen MKT

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PROFESSIONAL SUMMARY

Founder and hands-on consultant combining performance marketing, revenue operations, CRM, automation, AI and digital product development. Since 2023, leads EverGreen MKT, an AI-first boutique that helps companies turn demand and fragmented commercial operations into structured growth systems. Experience spans paid media, Kommo CRM, sales processes, dashboards, automation, product architecture, software delivery and client leadership.

PROFESSIONAL EXPERIENCE

EverGreen MKT - Founder & CEO | Growth & Technology Consultant | Aug 2023 - Present

- Lead or personally execute commercial diagnostics, proposals, negotiations, campaign planning, paid media, CRM architecture, automation, product design, software development, analytics, documentation and client delivery.
- Plan and manage campaigns across Google Ads, Meta Ads and TikTok Ads, with more than BRL 50,000 in cumulative media spend across website, WhatsApp, awareness and engagement objectives.
- Build sales operations in Kommo CRM, including pipelines, stages, scripts, follow-up cadences, automations, dashboards and commercial team training.
- Architect and develop web, mobile and desktop applications while coordinating developers, designers and copywriters and translating business requirements into technical solutions.
- Apply AI-first workflows and process documentation to improve execution speed, consistency, visibility and operational control.

SELECTED PROJECT

Univet Safety - Cross-Platform PPE Order Management Platform | 2026

- Replaced spreadsheet, email and WhatsApp-based order workflows with a centralized system for Univet and technicians requesting personal protective equipment.
- Led discovery, requirements, architecture, UX/UI, frontend development, deployment and client meetings, collaborating with a backend developer.
- Delivered customer records, catalog, order creation, status tracking, approvals, documents, notifications, dashboards, offline-first mobile use and cross-device synchronization.
- Technology: Next.js, React, TypeScript, Tailwind CSS, React Native, Expo, SQLite, Tauri, Vite, Rust, FastAPI, Python, PostgreSQL, Redis, SQLAlchemy, Alembic, Railway, Vercel, JWT/RBAC, S3-compatible storage, Resend/SMTP and Git/GitHub.
- Outcomes: centralized information, standardized workflows, real-time visibility, reduced rework and fewer process errors.

Project: safety.univet-optic.com.br

PREVIOUS EXPERIENCE

Empório Fasano (JHSF) - Administrative Intern | 2022 | 8 months

CORE SKILLS

Performance Marketing | Growth Strategy | Revenue Operations | Kommo CRM | Sales Operations | Marketing Automation | AI Automation | Google Ads | Meta Ads | TikTok Ads | Conversion Optimization | Product Architecture | UX/UI | Project Leadership | Next.js | React | TypeScript | React Native | Python | FastAPI | PostgreSQL | Redis | Git/GitHub

EDUCATION & LANGUAGES

Bachelor of Computer Engineering - Universidade Presbiteriana Mackenzie | Expected Dec 2027

Languages: Portuguese (Native) | English (Professional Working Proficiency - B2)