# Anthony Pereira

## Marketing Director | Brand & Revenue Growth

Sunrise, FL | 305.915.9621 | byanthonypereira@gmail.com

Marketing leader scaling consumer brands through brand strategy, performance marketing, national media partnerships, and ecommerce. Senior-most marketing leader at Grill Rescue, reporting to the founders and directing a $17M annual budget. Helped grow annual company revenue from $23M in 2024 to $36.4M in 2025, with $44M projected for 2026.

### EXPERIENCE

**Grill Rescue | Marketing Director**
Nov 2023 - Present | Boca Raton, FL

- Lead marketing strategy for a consumer brand projecting $44M in 2026 revenue, including $30M through Shopify, compared with $23M in 2024 and $36.4M in 2025.
- Control a $17M annual marketing budget with final authority over channel investments; manage performance marketing at 2.6x blended ROAS.
- Report directly to founders as the highest-ranking marketing leader; oversee a 13-person team, hiring, agencies, brand strategy, and creative execution.
- Secured national TV integrations with ABC, FOX News, NBC, and CBS, driving $4.15M+ in attributable sales from June 2025 to June 2026; every segment achieved at least 2x ROAS.
- Directed Shopify redesign and optimization, lifting peak-season conversion rates from approximately 4–5% to 6–7%.
- Increased 2026 year-to-date email and SMS revenue by $3M over the full-year 2024 total through lifecycle and retention marketing.
- Led end-to-end launch marketing for new grilling and home safety products, including landing pages, creative strategy, and paid media.

**Designer Eyes | Head Copywriter**
Jun 2022 - Dec 2023 | Sunrise, FL

- Led copywriting, brand messaging, and campaigns across ecommerce and 11 retail locations; managed seven writers, designers, and developers.
- Doubled organic traffic in just over six months through website redesign, rebranding, and SEO initiatives.
- Directed campaigns for luxury accounts including Cartier, Dior, and Prada; supported Klaviyo email and Google Ads programs.

**Giti Online | Marketing Director**
Nov 2017 - Jun 2022 | Miami, FL

- Grew monthly Shopify sales from $250K to over $1M, exceeding annual growth goals for four consecutive years.
- Led marketing and creative strategy across retail, wholesale, and private label, managing a team of 16.
- Executed 200+ influencer campaigns, grew Instagram from 50K to 200K+ followers, tripled Klaviyo email revenue, and led the 2019 rebrand.

**MAR W.W. INC. | Business Manager**
Sep 2013 - Nov 2017 | Miami, FL

Managed cabinet installation projects and operations for commercial and private clients across South Florida.

### CORE SKILLS

Growth strategy | Marketing budget ownership | Brand and creative direction | Paid media | Lifecycle marketing | Retention | Media partnerships | Product launches | SEO | UX and CRO | Team leadership | Agency management
Platforms: Shopify, Klaviyo, Attentive, Google Ads

### EDUCATION

Florida International University | Bachelor's degree in Advertising | Miami, FL