

Summary: With more than 20 years of experience in marketing and digital strategies, I have a unique combination of skills: marketing (and [recruitment marketing](#)), HR, [diversity & inclusion](#), program management, and globalization.

My “why not?” attitude, combined with the fact that I am never satisfied with the status quo, enabled me to build two departments from the ground up: search marketing and social media at KRT Marketing. It also helped me be part of the most complex projects which contributed to the company growth for 3 straight years leading up to its acquisition by Recruitics.

I've worn many different hats in management and execution, helping global brands in numerous industries (retail, technology, financial, healthcare, and others) – this equipped me with distinctive perspectives on processes, challenges, and opportunities when planning, launching or managing recruitment marketing and employer brand strategies

I am at my best when I am collaborating with a team trying to solve tough challenges. I can't help but roll up my sleeves and get the job done, doing whatever it takes.

PROFESSIONAL EXPERIENCE

VP of Marketing

[Recruitics](#) (formerly [KRT Marketing](#))

2008 – 2020

Following the acquisition of KRT Marketing by Recruitics, I served on the leadership team reporting initially to the CEO and, most recently, to the CSO. I managed a team of 3 marketing professionals.

- Oversaw all messaging, including stories to humanize the brand. Administered the launch of a new brand including sales enablement collateral, thought leadership content, and creative visual narratives
- Drove the re-structure and re-design of the company website, which was launched within 3 months and below budget.
- Planned and managed a robust content-driven marketing strategy that included bi-monthly webinars with 1,000+ registrants (over 50% attending live.)
- As part of the leadership team, I was responsible for translating complex business and social (#BlackLivesMatter) concepts up and down the corporate ladder, as well as promote it externally.
- Boosted awareness of company and services through a diversified marketing strategy: relevant content creation, search marketing, social advertising, thought-leadership events, partnership initiatives, and other tactics.
- Analyzed and selected marketing and demand generation tools and platforms.
- Partnered with Sales and other functional groups to maintain and optimize strategic marketing plans and campaigns in order to reach desirable KPIs and business goals.

Prior to the acquisition, I served on the board of KRT Marketing and reported to the CEO. I managed a team of twelve marketing professionals. I was recognized as one of the [Best Marketing Departments Leaders in 2019](#).

- Elevated the company's image - from a small boutique agency to one of the most sought-after forces in the industry, which led to its acquisition by Recruitics.
- Built the search marketing & social media departments and their offerings from scratch.
- Increased inbound leads by 400% in 3 years by developing content strategies that included partnering with cross-functional teams to leverage thought-leadership across the organization to produce videos, infographics, eBooks, informational downloads, blog posts, webinars, social media posts, etc.
- Deployed the company CRM and grew the contacts organically over 1000% in 3 years.
- Partnered with Fortune 500 brands across several industries to create strategies in social media, search & social advertising, employer brand, talent network, and other projects – including the launch and management of recruitment marketing platforms such as Phenom People, SmashFly, and Yello.
- Conducted tech stack and content audits, helping with several brands' benchmark reports prior to the deployment of multiple marketing initiatives.
- Helped brands plan and execute key Diversity & Inclusion internal and external initiatives.
- Worked with clients' cross-functional teams (including leadership) to help 'sell' initiative ideas and secure budgets.
- Launched the [Global Talent Acquisition Day](#) (rights sold to the Association of Talent Acquisition Professionals - ATAP)
- Partnered with different functional groups for training (helped develop the [Green Belt Certification Program](#)) and to streamline handoff and communication processes.

Started as a Production Manager, was promoted to Marketing Director in 2009, and became Head of Marketing in 2017.

Industry Speaker

2008 – Present

Speaking engagements and lectures at several conferences, universities, and companies throughout the US, Canada, and Latin America (see sample below) - consistently [rated in the top 10% among all speakers](#).

Topics: Social Recruiting, Employer Brand, Diversity & Inclusion, B2C & B2B marketing, Social Media, Online Marketing.

- [Social Recruiting Conferences Strategies \(SRSC\) Virtual 2020](#)
- [Talent Acquisition Week – San Francisco 2020](#)
- SRSC Multiple Locations 2015 to 2019
- [RecruitCon Austin 2019](#)
- WSPRA Seattle 2019
- LinkedIn Talent Connect 2015, [2016](#)
- [HRPA Barrie, Ontario Conference 2016](#)
- UC Berkeley Social Media 2015
- [Social Media Brasil 2011](#) - the largest Social Media Conference in Latin America.

Senior Project Manager

[Enlaso Corporation](#), San Francisco, CA

2002 – 2005

- Supervised, trained, and motivated a team of 3 project managers (direct reports).
- Led complex localization projects with teams of over 80 people (translators, engineers, and designers) throughout the world.
- Managed and enhanced the customer relationships for Enlaso's most critical account (over 35% of the company's revenue) by optimizing processes and improving communication flow.
- Established new processes and tools to increase productivity & profitability within the department resulting in a twofold increase in 3 months.
- Modified client invoicing, internal handoff structure, and established vendor accountability system within 1 year. This led to a more streamlined workflow, increased productivity, and became the new department standard.

Senior Project Manager

[eTranslate](#), San Francisco, CA

2000 – 2001

- Led the localization of the eBay Dutch website and, simultaneously, managed ongoing updates to all eBay international sites. This was a \$2M+ account with many technical challenges and an aggressive timeline.
- Successfully drove the initial engagement with Asera (a complex web-based application project), which exceeded the client's expectations leading them to grant all localization projects to eTranslate.
- Introduced change and risk management solutions, which were implemented in the most visible and complex projects of the company.

Project Manager

[Lionbridge](#), San Francisco, CA

1998 – 2000

- Managed projects with a budget of over \$600K for the company's largest accounts.
- Created project risk analysis and execution strategies to ensure project quality and client satisfaction.
- Designed status reports, documented scope changes, and created change orders.
- Major accounts included: Landor Associates, Humphrey Systems, Smith Micro Software, and Classroom Connect.

See more about my Localization experience on [my website](#).

EDUCATION

Bachelor of Arts: Social Communication - Major: Advertising, Minor: Business, [Pontifical Catholic University](#), Brazil

Master Program Certificate (Graduated with Distinction): Marketing, U.C. Berkeley

Blue Belt Certificate, MS Project: International Institute for Learning, New York, NY

Master Program, Internet Marketing: Program covers all facets of digital marketing including: Social Media, Integrated Online Strategies, Search Engine Marketing & Usability, and Advanced Interactive Marketing & Measurement. University of San Francisco

Additional Education/Certificates: : Google Analytics (certified) & AdWords, LinkedIn Advertising, HubSpot, Facebook Blueprint, HTML, Project Management, Localization, Integrated Marketing, MaxiMarketing, Omni Channel Marketing, Marketing Transformation, Total Quality Management, and Marketing in Latin America.

ADDITIONAL SKILLS

Languages: fluent in Portuguese, good knowledge of Spanish, some knowledge of French.

PC and Mac: MS Project; MS Office suite, Google Suite, Google Analytics, Asana, Slack, Phenom People, SmashFly, MailChimp, HubSpot, WordPress, Elevate, Sprinklr, Sprout Social, Hootsuite, G2, Trados, FileMaker Pro; Photoshop; HTML.