Renata

Marketing, CRM & Demand Generation Manager   **ROOCRUIT**

Campinas/SP, Brazil

PROFESSIONAL SUMMARY

Experienced B2B Marketing professional with extensive expertise in Account-Based Marketing (ABM), demand generation, and CRM implementation within the technology and services sectors. Proven track record in executing 360° marketing campaigns that drive conversion, professional leadership of cross-functional teams, and strategic partnership development. Expert in optimizing the customer journey through marketing automation, content strategy, and data-driven performance monitoring.

KEY SKILLS

- Strategic Marketing Planning & ABM
- Demand Generation & Prospecting
- CRM Implementation (HubSpot Expert)
- Marketing Automation & Lead Nurturing
- SEO & Content Strategy

- Digital Advertising (Google, Meta, LinkedIn Ads)
- Competitor Analysis & Value Proposition
- Pre-sales & Sales Pipeline Management
- Public Speaking & Facilitation
- Team Leadership & Vendor Management

Technical Proficiency: HubSpot, RD Station, WordPress, Canva, Trello, Miro, Funnelytics, MeetRox, StreamYard, LinkedIn Sales Navigator, Microsoft Office, Google Workspace.

PROFESSIONAL EXPERIENCE

International Commercial Strategy & HubSpot Partner   **2018 – Present**
Marketing and Demand Generation Manager

A consultancy specializing in complex B2B sales and CRM implementation.

- Lead demand generation campaigns focusing on strategic account acquisition and sales conversion.
- Design and configure marketing automation flows and lead qualification processes.
- Manage HubSpot Marketing implementation projects for high-profile clients, including full branding setup, lead nurturing, and performance reporting.
- Develop 360º content strategies and digital media initiatives to reduce CPA and CPL.
- Orchestrated research for a major software multinational (SAP) to evaluate commercial maturity across Latin America.

Key Achievements:

- Drove consecutive record-breaking revenue years through 360º campaigns, contributing to 60% of total sales in 2020.
- Restructured company website via HubSpot CMS, resulting in a 200% increase in monthly traffic and a 120% boost in lead acquisition.
- Invited to join the company ownership structure in 2022 following consistent performance results.
- Achieved ranking as the second-best HubSpot sales partner in Latin America (2023).

National Education Technology Firm (EdTech)   2022 – Present
Digital Marketing Tutor

An Edtech providing personalized training for major global brands.

- Deliver online and in-person training on digital marketing strategy, persona mapping, and data analysis.
- Mentor students through practical marketing projects involving lead capture and advertising optimization.

Key Achievements:

- Achieved a teaching NPS of 92, representing exceptional session satisfaction.
- Successfully trained over 50 professionals for entry into the digital marketing workforce.

Inbound & Outbound Marketing Agency   2017 – 2020
Co-Founder

- Directed strategic planning and project management for inbound marketing clients.

- Managed integrated marketing campaigns ensuring consistent messaging across social and search channels.
- Coordinated internal production processes to ensure efficiency in content and performance delivery.

Leading Business Education Group   **2013 – 2017**
Educational Content Coordinator

- Managed educational projects and monitored the development of university-level courses across specialized business schools.

B2B Communication Agency   **2012 – 2013**
Copywriter

National Real Estate Listing Portal   **2006 – 2011**
Content and Social Media Analyst / Copywriter

EDUCATION

MBA in Marketing and Corporate Communication
Escola Superior de Propaganda e Marketing (ESPM), 2011

Bachelor in Social Communication and Journalism
Pontifícia Universidade Católica de Campinas (PUC - Campinas), 2005

CERTIFICATIONS

- Inbound Marketing Certification - HubSpot (2024)
- ABM Expert Certification - Demandbase (2020)
- LinkedIn Ads Specialist Certification (2021)
- Product Launch Formula - Ignição Digital (2021)

LANGUAGES

- **English:** Fluent
- **Portuguese:** Native
- **Spanish:** Basic