



BEATRIZ BARROS

MARKETING ANALYST

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COMPETENCIES

- Facebook Power Editor
- Facebook Audience Insights
- LinkedIn Ads
- Google Adwords & Google Analytics / Certified
- Google Tag Manager
- SEM Rush
- MOZ
- Unbounce

EXPERIENCE

Post Graduation Student at NOVA IMS

Current

Marketing Intelligence Program

Media Buyer at VML Brazil

May 2018 - August 2018

Knowing that I would study in Portugal, I decided to accept the opportunity of work at VML, a renamed global agency. In Brazil we had several clients and I used to work with Oi, the third biggest telecommunications company in South America. The work was focused in performance with the challenge of manage an amount of three millions reais por month. At the end of my fourth month, we had new campaigns structures in Google and Facebook with the CPL reduced more than 30%.

Digital Marketing Analyst at Stone Pagamentos

November 2017 - May 2018

StoneCo. is a group that provides payment solutions for all types of business. For three months I had the opportunity to work in the innovation area with the development of a new payment app. After this period, I started to work in the marketing helping the media team build digital campaign strategies for four companies in the group.

- Development of the digital marketing strategy according to the business plan of the app;
- Guide the development of the product through analysis of the app metrics - acquisition, user engagement, retention and app performance;
- Campaign set up, trafficking, tracking, troubleshooting and optimization;
- Results-driven in CPO, CPA and ROI metrics;
- Collaboration with the business teams on new campaign results and optimizations;
- Negotiation with channels to get the best pricing and working with local agencies to supercede performance goals.

Media Buyer at Mongeral Aegon

January 2017 - September 2017

After my intern period, I was hired by Mongeral Aegon as a Jr Media Buyer Online Marketer. Focused on the SEA and social ads, the role was manage paid traffic campaigns with a data-driven attribution perspective.

- Weekly follow up with the online marketer specialists of the parent company in the Netherlands;
- Management of SEA and Social accounts focused on optimize key performance goals;
- Implementation of A/B tests to increase ads and landing pages performance;
- Development of dashboards and progress reports for monitoring metrics and results

Intern at Mongeral Aegon

May 2016 - January 2017

Mongeral Aegon had the first e-commerce insurance in Brazil. The online marketer intern program was a holistic training through all the online marketing environment. On my time there I was taught about paid traffic campaigns (SEA, display, social), CRO, digital analytics, and marketing automation.

- Create and optimize marketing campaigns on different channels;
- Track website behavior and support the UX team on optimizing the conversion funnel;
- Design marketing automation process and plan customer journeys for lead nutrition

Assignment at Binswanger (Sep 15 - Mar 16)

For six months while working for Mongeral Aegon, I was relocated to Binswanger, a real estate company from the group. The assignment was to create a new website for Binswanger, digital channel marketing strategy and a new business plan according to the digital demands.

- Marketing research with clients, prospects, and employees to create a new value proposition to Binswanger;
- Design of the digital touchpoints with the client and the customer journey;
- Implementation of a new online channels strategy;
- Development of the business plan and delivery of the new website.

Intern at Rede Globo

January 2014 - July 2015

Rede Globo is one of the largest media companies in the world. On my time there I was taught about customer relationship and television advertising market.

- Control and planning of the free advertising space on television at national level;
- Responsible for the interface between the advertising market and artistic talents;
- Planning and execution of events and offline media actions.

EDUCATION

Post-Graduation in Marketing Intelligence

NOVA IMS (Information Management School), Lisbon - Current

Bachelor of Social Communication, Advertising and Marketing

Federal University of Rio de Janeiro - UFRJ (2012-2016)

Exchange Program in Communication and Multimedia

University of Coimbra - Portugal (2015-2016)

ADDITIONAL INFORMATION

- Languages: Spanish (Basic); English (Advanced); Portuguese (Native);