



MARIA FERNANDA BORSATTO

Digital Marketing | Content Marketing | Creative Strategy | Branding

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🌐 Portuguese/ Brazilian

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LANGUAGES

German - Fluent

C1, Deutsches Sprachdiplom Stufe 2
2008
Colégio Cruzeiro - Deutsche Schule
1996 — 2008

English - Fluent

Cultura Inglesa English School
2005 — 2008

Portuguese - Native

STRENGTHS

Strategic Planning

Project Management

Content Strategy

Team Management

Budget Management

Hands on

Analytical and Problem-Solving

Hosting

Event Production

TECH

Google Analytics, Mixpanel

Ms Office

Adobe Photoshop

Mailchimp

Trello, Smartsheet

Scup, Social Bakers

Wordpress, Wix

Facebook Business Manager

PROFILE

Portuguese-Brazilian experienced cross-functional digital marketer. Developed a 9 year content marketing career totally focused on organic acquisition. I strongly believe that consistency and relationship with customers are the best ways to build sustainable communities. Able to connect creativity with data, to drive market and customer insights to innovate in content, communications and strategy.

Curious, self-starter, fast learner and also a total nerd - not just because of the passion for anime and board games. Likes to take quizzes and to cook/bake for friends in spare time. :)

EMPLOYMENT HISTORY

Head of Branding, Descomplica

Rio de janeiro

Oct 2019 - Present

Currently managing a results-oriented brand marketing team, with designers, writers, data scientists and social media experts, aiming to increase brand awareness, interest and revenue.

- Social channels growth and ROI - IG revenue grew 80% YoY in Q1'20
- Content and creation house - setting brand's tone of voice and personality among all media communications
- Influencer marketing - conversion strategy with a 64% ROI in Q1'20
- Community engagement - relationship with engaged customers, focusing on user generated content and member get member
- PR - brand storytelling and relationship with media vehicles

Working alongside other teams, such as Partnerships, Events, Audiovisual, Performance Media, Advertising, Product, Technology and Customer Success, to apply brand and marketing objectives throughout all company's initiatives.

Marketing Manager, Descomplica

Rio de janeiro

Jan 2017 - Sep 2019

Content Marketing, Product Marketing and Brand Communication

- Led publishing team, focused on SEO and downloadable offers to lead generation, which brought more than 2,2 million users, 70% being new users, with an average 10% CTR
- Led Social media content strategy, responsible for 10% of company's last click revenue
- Led data team to create and develop decision making reports
- Developed pitches to sales and marketing teams to better communicate features and benefits of new products
- Responsible for creative marketing campaigns, from brief to launch

CERTIFICATES

Ana Couto_Laje Branding
Hubspot Inbound Marketing
IEG Excel for Business
Project Management

CONFERENCES

VidCon 2019
YouPix Summit 2019
Cannes Lions 2018
SxSW 2016

Social Media and Content Manager, Descomplica

Nov 2014 - Dec 2016

Rio de janeiro

Content production focusing on increasing brand relevance, feeding re-marketing audiences and leading nurturing initiatives, as well as last click revenue.

- Led Descomplica to have Brazil's largest Youtube Channel, on Edu segment - which is brand's greatest organic conversion asset
- Concepting and executing live events focused on awareness and conversion - from 12 hour live with 1,2M viewers to daily webinars with 15% conversion rate and up to 900% ROI.
- Concepted new video formats that reached 65 million people in Facebook in 2016
- Brand awareness and tv advertising - concept and copywriting

Social Media Coordinator, Descomplica

Jul 2013 - Oct 2014

Rio de janeiro

- Social media growth and engagement strategy
- SEO Content strategy - led the publishing team that built long tail content for Descomplica blog, which receives 1 million monthly visitors
- Led a diverse social media team, with community managers, designers and copywriters

Social Media Analyst, Descomplica

Sep 2012 - Jun 2013

Rio de janeiro

- Social media strategy & agenda planning on Facebook, Twitter, Youtube, Instagram
- Content creation - post designs, copywriting
- Community management - relationship development, customer service, community moderation

Social Media Intern, Descomplica

May 2011 - Aug 2012

Rio de janeiro

- Blog content creation - copywriting, Wordpress management, SEO best practices, agenda planning
- Facebook content creation - copywriting, agenda planning, post design and engagements KPIs
- Customer service over Twitter and Facebook - relationship development, twitter proactive keyword searches to reach new customers

EDUCATION

Social Communications - Advertisement and Publicity, UFRJ

Jan 2009 - Dez 2013

Medien- und Kommunikationsswissenschaft, Universität Hamburg

Mar 2012 - Aug 2012

Semester away: Trendresearch, Digital Marketing, Content Strategy, Sport and Internationality

Berlin, 04.09.2020

Flávia Amanda Zoratti