## Contact

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### Top Skills

Drivining pipeline

**Demand Generation** 

Al strategy

Events, Conferences, Tradeshows

Enterprise marketing and growth

Social Media

Demand generation campaigns

**Goal Setting** 

SFO

Performance Marketing

ROI- Campaign performance

Interpersonal Communication

Relationship Building

**Emerging Trends** 

Performance Marketing

Competitive Analysis

**Critical Thinking** 

Marketing Strategy

Leadership

**Customer Relations** 

**Demand Generation** 

SMB and Enterprise

Design skills

**Goal Setting** 

**Key Performance Indicators** 

**Budget Management** 

Interpersonal Communication

Customer buying-cycle

# Flavia Badra

Marketing, branding, social, digital and people management | Connecting People, Channel, Customers and Possibilities.

Brazil, São Paulo

## Summary

As a Marketing Leader with over a decade of experience leading business and teams in top multinational companies like Zoom, Poly, Huawei, LG, and Samsung, I create strategies that improve lives and support the culture of innovation.

#### My expertise includes:

- Marketing Strategies and Growth: Development of strategic marketing plans for B2B, B2C, Hardware and SaaS for Technology companies.
- Experienced in applying AI technologies to drive innovation and scalable business solutions.
- Deep knowledge and integration with sales and channels teams to achieve integrated sales and marketing goals, expanding business with a client or market in a structured way.
- Lead generation and pipeline.
- Multicultural Team Leadership: Building and managing diverse teams, enhancing collaboration, and driving results in global markets.

# Experience

#### Zoom

Partner Marketing Manager – LATAM January 2022 – September 2024

- Led cross-functional marketing, branding and partners strategies and teams by developing growth-oriented strategies and operations. Contributed with 15% of marketing influenced and generated pipeline supporting Sales team to reach the KPis.
- Developed and delivered training and Sales incentive programs for partners and thru partners customers to grow enterprise and SMB business all over Latam market.
- partnership and sponsorship opportunities, and collaborating with the performance marketing team on retargeting and ABM initiatives.
- Mentored partners and team members, guiding them through partnership journeys and fostering professional growth.
- Management of Zoom hardware Partners such as Poly, Logitech, NEAT as well Its resellers and distributors to generate joint efforts and demand generation events and pipeline.
- Created and implemented lead generation strategies for AI-based solutions in close alignment with the sales team.
- Recognized as an Outstanding Professional in July 2024 for significant contributions to team development and performance.

#### Languages

English

Portuguese

Spanish

#### Poly

Marketing Manager

March 2019 - January 2022

- Built and managed a regional marketing team and lead generation team forecasting company KPIs and goals.
- Designed and implemented marketing strategies for the Company, distributors and resellers by delivering marketing generated pipeline through different strategies and tools.
- Sourced partnership and sponsorship opportunities while collaborating on retargeting and Account-Based Marketing (ABM) initiatives to drive sales growth in the enterprise market.
- Conducted regular training sessions on best practices, benchmarking, product update, and market trends to empower the business and partners.
- Fostered an inclusive team environment, promoting open communication and collaboration.

### Polycom

Marketing Manager

2015 - March 2019

- B2B and B2C marketing leader. Localization and implementation of Global campaigns and strategies while articulating with Sales and Channel teams the best strategy for expanding business.
- Developed and implemented marketing strategies and plans as well social and digital media, events, both customers and partners communications and campaigns calendars as well budget management.
- Built and led a marketing team focused on demand generation and partner lifecycle campaigns (onboarding, incentives, and retention), achieving a 20% increase in MQLs, 12% growth in partner tier progression, and 15% increase in influenced/generated leads.
- Selected to participate in the company's talent development and retention program based on strong performance and business results.

#### LG Electronics

**Channel Marketing Manager** 

April 2014 – 2015

- Planned and executed training and sales campaigns for the national retail market in smartphones and tablets.
- Analyzed customer data to improve team performance and strengthen customer relationships and enterprise, SMB markets.
- Managed brand awareness strategies, coordinating with sales teams and providing training to enhance results.
- Introduced innovative initiatives, supporting team development and fostering a culture of continuous improvement.

## Huawei

Channel Marketing Manager

May 2010 - March 2014

- Led the launch of Huawei products in Brazil, initiating marketing and sales plans with major operators and distributors.
- Developed and conducted training programs and sales incentive campaigns for key accounts and sales forces.
- Leader of SMB strategy to get shopshare into main Brazilian retailers stores.
- Hired, trained, and managed a Trade Marketing team, overseeing their professional growth and performance evaluations.
- Facilitated cross-cultural relationships, accompanying executives and teams to international events.

Samsung Electronics Marketing Manager March 2008 – May 2010

- Managed strategic marketing and sales plans, building strong relationships with customers and leading teams.
- Led teams in smartphone launches, coordinating from conception to sales execution, focusing on team cohesion.
- SMB and enterprise leader of Trade team for gain Brand share at main retailers.
- Implemented sales incentive programs and customer loyalty initiatives, boosting team motivation and performance.
- Collaborated with the Trade team, reinforcing Samsung's market presence and fostering team collaboration.

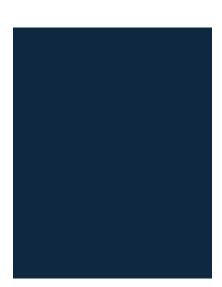
Votorantim Siderurgia Marketing Analyst January 2000 – December 2003

- Co-developed annual marketing plans, engaging in job rotation to gain a holistic view of operations and team dynamics.
- Coordinated events and developed communication materials, enhancing team alignment and brand representation.
- Adapted brand manuals and product guides, improving communication and understanding within teams.
- Selected for "Instituto Votorantim", engaging in social responsibility initiatives and team-building projects.

## Education

UCD Dublin Professional Academy HR Management Specialist 2025

PUCRS - Pontifícia Universidade Católica do Rio Grande do Sul Certification in Cognitive Behavioral Therapy 2020



Centro Universitário São Camilo Bachelor's Degree in Psychology 2015 – 2020

University of California - Riverside Extension Associate Degree, Global Business Management 2004 – 2004

Universidade de Mogi das Cruzes Bacharel, Publicidade e Propaganda 1999 - 2002