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Top Skills

Driving pipeline

Demand Generation

AI strategy

Events, Conferences, Tradeshows

Enterprise marketing and growth

Social Media

Demand generation campaigns

Goal Setting

SEO

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