

Contato

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izabelaguarino (LinkedIn)

Principais competências

Liderança de equipe

Inbound sales

Social Media

Languages

Inglês (Native or Bilingual)

Francês (Full Professional)

Espanhol (Elementary)

Certifications

Certificação de Inside Sales

EF SET Certificate™

Certificado em Marketing de
Conteúdo

Customer Success

Izabela Guarino

Business Developer Manager @ InitialOffer.io

Nova Lima

Resumo

Trusted Advisoring for marketing agencies all over Brazil. I had my own agency, I had a career in a traditional advertising company, sold Inbound strategies for agencies and now I lead a team of growth specialists who improve the day to day life of agency owners.

As a sales general manager with a background on marketing agencies, I learned to ask relevant questions, stay curious and humble and create results-driven processes.

Experiência

Hotmart

Business Developer Manager

junho de 2020 - abril de 2021 (11 meses)

Belo Horizonte, Minas Gerais, Brasil

We help you live from your passions. My goal is to identify new partners to help their business grow through trustful partnerships. I lead a team that empower our agencies and affiliates.

Rock Content

4 anos 1 mês

Partner General Manager

janeiro de 2019 - abril de 2020 (1 ano 4 meses)

Belo Horizonte e Região, Brasil

I lead a team responsible for partners growth and relationship development at Rock Content, the reference content marketing company in Latin America. I take care of the partner channel acquisition, product improvement, agency and marketing related companies consulting and strategic business development. I also set a strong partnership with a multinational SaaS Company (CRM and Marketing Automation Tool) in the Business Development model.

Partner Sales Manager

março de 2017 - dezembro de 2018 (1 ano 10 meses)

Belo Horizonte e Região, Brasil

I was responsible for a team of results-driven sales representatives and in less than one year I doubled the team's size and also hit 112% of the year goal. I restructured the partnership program and created a world-class process. I also set new strategic partnerships with multinational companies, such as Hubspot, Marketo and Drift to refer and receive customer's referral. From zero referrals we started having at least one per month from each partner. Rock Content had a communication challenge as a growing startup. I identified the problem and I developed by myself a Wordpress Intranet that has 100% adoption in all Rock Content's office around the globe. It was a project made besides my regular goals in the company.

Partner Growth Specialist

abril de 2016 - fevereiro de 2017 (11 meses)

Belo Horizonte e Região, Brasil

I enabled opportunities for growth for agencies and I hit 131% of my year quota as a sales representative. I created an onboarding training for new partners.

Coinaction

Head Of Marketing

fevereiro de 2016 - março de 2017 (1 ano 2 meses)

Belo Horizonte e Região, Brasil

Fin-tech startup.

I took care of the outbound and inbound strategies. In order to reach tourists from all over the world, I created the blog Cointur, writing relevant information to travelers and advertising our app. I gathered leads and build a strong mailing list and took care of the automation. I developed our landing pages at our website and I created video marketing. Technical visits to Santiago/Chile (marketing team management).

Link Comunicação

Internship Link Digital

setembro de 2013 - dezembro de 2013 (4 meses)

Digital Marketing Strategies. I took care of the social media visibility of enterprise customers in Belo Horizonte (MG).

World Trade Center Belo Horizonte

Membership Intern

janeiro de 2012 - maio de 2012 (5 meses)

I promoted networking to mid market business owners and VPs though the world class excellence of World Trade Center Membership.

Banco de Desenvolvimento de Minas Gerais S/A - BDMG

Trainee

abril de 2009 - junho de 2009 (3 meses)

I helped small entrepreneurs get funding to enable growth while restructuring the Small business documentation to make the bureaucratic process smoother.

Formação acadêmica

Instituto de Gestão e Tecnologia da Informação

Pós Graduação, Data Analytics · (2020 - 2021)

Ibmec

Bachelor's degree, International Relations · (2010 - 2014)

Escola Técnica de Formação Gerencial do SEBRAE MG

Ensino técnico concomitante com Ensino Médio, Técnico em Administração de Empresas · (2007 - 2009)

Leysin American School in Switzerland

LAS, High School · (2008 - 2008)