Ivini Ferraz

30/01/1977

PROJECT & PRODUCT MANAGER DIGITAL, COMMUNICATION AND MARKETING STRATEGIST

PROFILE

Senior professional with more than 15 years of experience in managing of transdisciplinary projects, and their digital strategies.

Marketing team leader with expertise in Web designer (UX), SEO, Google and Meta advertising, KPIs, Influencer Marketing, Copyright, Storytelling, WhatsApp MKT/Sales Inbound MKT, Growth Tools.

6 year of experience as **Costumer Journey specialist** CX/CDI/CRM/CX/CAM

- CDI - Client Database Integration;
- Client Database optimization;
- CRMs setup and training;

Digital Transformation facilitator: digitalization, digital education, process automation, data analyses and visualization and agile methodologies.

Participation in Startups and Edtechs using Lean and Designer Thinking.

EDUCATION

Graduated in "Project Management, Customer Journey and Agile Methodologies"   **2022**
The Pontifical Catholic University of Parana (PUC-PR)

Master's degree in science: "Social Change and Political Participation"   **2013**
São Paulo University (USP)
School of Arts, Sciences and Humanities (EACH)

Concentration area: - Social-spatial change, Public Health, Urban Sustainability, Climate Changes and Public Policies.

Undergratuated in "Art" School of Communications and Art   **2001**
São Paulo University (USP)

Associated degree in"Publicity and Marketing"   **1994**
Álvares Penteado Foundation (FECAP)

CERTIFICATIONS

Data Science Methodology and Tools
International Business Machines -IBM

Analyst of Sustenability -ESG
Instituto Brasileiro de Sustentabilidade (INBS)

University Level Teaching Licensure
São Paulo University (USP).
Program of Improvement of Education (PAE)
Training Modality

English Proficiency
União Cultural Brasil Estados Unidos
United States Embassy

Licentiate in School of Education
Education School USL (FEA - USP)

PROFESSIONAL EXPERIENCE

2018 - Present
Founder/ MKT Teacher
Product and Project Manager
Players Multimedia School

playersdigitalschool.com

- Mentoring of Digital Transformation;
- Data Analyses and ERP and CRM integration;
- Courses: Mobile marketing, costumer services, e-commerce and social sales for almost 40 B2B fashion companies;
- Mostly, 4.000 students subscribed in LMS platform;
- Social project "FALA LOJISTA"; for women entrepreneurs (Digital inclusion).

2019-2021
Digital Strategist Consulting/ Data Analyst
Buy2B - Behavioural Analytics · Big Data,
Software (Startup Credit consult B2B)

- Data Analysis, cleansing, enrichment (LGPD);
- B.I, ERP -CRM Integration;
- Inbound/Outbound strategy based in Data Analysis;
- I.T Team manager (Product Owner).

2021 - 2022
Head of Digital and Communication Transformation
SINDHOSP (Union of Private Hospitals, Laboratories and Clinic`s of the State of São Paulo)
sindhosp.org.br.

- SWOT analysis/Stakeholders interviews;
- Sprints Planning/Product Backlog/Agile Methodology;
- Team recruitment;
- Client Database Integration (CDI);
- Site's migration from ASP classic to WP. (17.000 pages);
- Increase 30% of page views (SEO strategy)
- Migration RD Station for open source Mautic (150.000 leads);
- Bitrix CRM and Contact Center setup; API WhatsApp Twilio;
- Reduction of I.T. and MKT costs (almost U$70,000/per year);
- B.I API integration to improve a dashboard called "Health situation room", that displays public and private data, based on surveys with the Health sector.

2015 -2018
Co-Founder Digital Marketing Agency (Full stack)
2BDigital and Rumi Agency
Web Design · Digital Marketing · Ads- Video Production

2019 - 2020
Head of Marketing and Digital Transformation
Grupo Planeta - (Events Franchising Group)

- Dashboard (B.I) displaying in real-time KPIs about 46 facilities;
- New website development and SEO Strategy;
- Client Database Integration (CDI) and optimization;
- Implementation of new Contact Center Omnichannel;
- Pipedrive CRM setup and training for sales representatives.

2016 - 2018
Designer Thinking - (CX) - Growth MTK
Post2B | Influencer Marketing Platform (Startup)
https://www.post2b.com/

- Designer sprint workshop facilitation (Mobile App prototype);
- OKR's cycle definition to measure Costumers Acquisition (CA);
- KPIs: Customer Acquisition Cost (CAC) and Life Time Value.

2013 - 2015
Project Manager
TECNOGEO - Integrated solutions
(I.T company focused on Urban Planning and Sustainability)

- Product delivered: Tourism Develop Plan. City: Salto (SP);
- Coordination of local team to regional data surveys.

2012- 2013
Website Owner e Product Manager
Editora Gabel
Magazine`s digitalization and regional shop guide (online).

2007- 2014
ESG - Project Manager -(NGOs)
**NGOs: Institute of Social and Environmental Entrepreneurs,
"Ninhos" Institute and Ashoka Brazil.**

- Proposal, fundraising and accountability;
- Educational coordinator for workshops and events (leader team);
- Local coordinator of "Youth Changemakers Program" and providing funding for 300 projects created by young entrepreneurs (Instituto Camargo Correia- Ashoka`s sponsor;
- Consultant of Biosphere Reserve Council MAB (Unesco);
- CONSEMA (Environmental Council of São Paulo State), environmental entities's representant;
- Many projects for Children, Youth and Woman in vulnerability;
- Support for scholarships to undergraduate students by IDEAS;
- 3 granted awards to participants: "Young Journalist" by Santander, "Brazilian Youth Award" "Culture's Point" by Ministry of Culture (Brazil).
- Internation Intercultural Project in Europe: Uninawa (Valencia, Madrid).