

CAIO CESAR LIMA

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Goal: **MARKETING | ADVERTISING | INNOVATION | SOCIAL MEDIA
SALES | AGILE METHODOLOGY**

ACADEMIC EDUCATION

- **Postgraduate - MBA in Consumer Studies** – ESPM
- **Bachelor's Degree in Marketing and Advertising** - ESPM - 2009

QUALIFICATION SUMMARY

Professional with over 10 years of career developed in the Marketing area, with an emphasis on Digital Marketing, Communication, Innovation and Projects, working in large national and multinational companies such as: Itaú, Google, Oracle, IBM and others.

Main responsibilities:

- Digital Marketing Strategist at IBM, responsible for digital campaigns for company's cloud solutions;
- Development and implementation of Marketing strategies aligned with the company's goals;
- Planning, creation, analysis and optimization of paid media campaigns, including Google Ads, Facebook Ads, LinkedIn Ads and Twitter Ads; use of digital strategies for SEO, SEM;
- Social media strategies development and execution to strengthen the brand's presence on social networks, monitoring engagement;
- Segmented email marketing campaigns development, aligned with the sales funnel stages, to nurture leads and boost conversion;
- Performance metrics monitoring and analysis using analytics tools, evaluating KPIs, ROI and ROAS to optimize strategies;
- Inbound and outbound marketing tactics implementation to attract and convert qualified leads, using relevant content and proactive approaches;
- Marketing projects coordination applying agile methodologies, promoting collaboration between multifunctional teams and ensuring the innovative solutions efficient delivery;
- Ensure brand communication consistency across all channels, developing integrated campaigns that reinforce the company's identity;
- Conducting market analysis and benchmarking to identify innovation opportunities;
- Developing relationships with partners, suppliers and stakeholders.

PROFESSIONAL EXPERIENCE

- **PROSEGUR**
Digital Marketing Coordinator – October 2023 to date
 - Marketing area leadership with a focus on digital strategies, coordinating multifunctional teams and promoting an environment of innovation;
 - Development and implementation of inbound and outbound marketing strategies to generate qualified leads, optimizing the sales funnel and increasing conversion rates;
 - Digital Marketing project management using agile methodologies;
 - Managing partnerships with media agencies for digital campaigns planning, execution and optimization, including Google Ads, Facebook Ads and Instagram Ads;
 - Weekly and monthly reports preparation based on KPIs and company goals, using analytics tools to monitor campaign performance and calculate metrics such as ROI and ROAS;
 - Working together with agencies and internal teams in the planning, implementation and monitoring of digital campaigns, ensuring the correct measurement of results through tags and other monitoring tools.;
 - Constantly updated on the latest developments and opportunities in the digital media landscape, carrying out benchmarking to identify best practices and apply them to the company's strategies;

- Creation of dashboards that assist in strategic decision-making, facilitating the monitoring of campaign metrics and results;
- Inbound marketing agency management, being responsible for SEO strategies, aiming to increase brand visibility and attract qualified organic traffic;
- Development of relationship rules, marketing emails and landing pages that engage the target audience and promote the company's cloud solutions;
- Monitoring social media and other communication channels to identify and manage potential crises, ensuring brand communication integrity across multichannel media;
- Participation in negotiations for the expansion of existing accounts and development of new business, aligning marketing strategies with the company's commercial needs.

Cash Today Brasil Project – Responsible for the end-to-end management of the Cash Today Brasil project, covering all stages of the lead generation and qualification process, from initial prospecting, Call Center team management, to qualified leads delivery to the sales team.

- **SPRINKLR** | *Multinational information technology company*

Managed Services Consultant – October 2021 to October 2023

- Managing and optimizing the configuration of clients integrated with the Sprinklr platform;
- Support for Sales and Success teams in analyzing customer health, contributing to winning new business and/or expanding existing accounts;
- Working together with product specialists to optimize solutions based on Artificial Intelligence language models;
- Ensure the platform remains relevant as business needs change;
- Ensure that all client users are trained, updated and qualified to use the platform, following best practices and features;
- Design and configuration of solutions aligned with customer needs and strategies;
- Identifying platform optimization opportunities;
- Clients served: Amway, Vale SA, Visa, Vivo, Kimberly-Clark Corporation and XP Investimentos.

- **ORACLE** | *Multinational information technology company*

Brand Specialist for Latin America – January 2020 to July 2021

- Building and promoting Oracle brand's image and reputation throughout Latin America;
- Creation, integration and execution of brand initiatives and communication programs to support the business, taking a strategic approach to generate impact and consistency;
- Promoting integration between brand communication, digital performance and field marketing, ensuring the effective use of key marketing tools;
- Robust customer engagement programs development and implementation through multi-channel media and social networks, with a focus on building brand value;
- Analysis and measurement of brand awareness, knowledge and health;
- Alignment between brand and product concepts and messages to ensure consistency across all channels;
- Influencer Marketing strategy planning and implementation across different channels and teams in Latin America (LAD);
- Data measurement and analysis to assess program effectiveness.

Webinar implementation projects in Latin America - Leadership in the creation and execution of webinar and digital event projects for the Latin American market during the COVID-19 pandemic, covering all stages of the process (planning, production, dissemination and analysis); portfolio management of more than 250 events, ensuring the delivery of relevant and high-quality content, optimizing audience engagement with our brand.

- **IBM** | *Multinational information technology company*

Digital Specialist – IBM Cloud – January 2018 to May 2019

- Project and activity management using Agile Methodology and Design Thinking;
- Marketing plan planning and execution based on paid search, display and social media strategies;
- Holding weekly meetings with the digital marketing agency to analyze campaign metrics and performance, in addition to creating reports to present to executives in Brazil and around the world;
- Responsible for IBM Brazil's two most important events: Think Brasil and IBM Cloud Discovery;
- Responsible for designing customer journey campaigns, applying the best digital marketing strategies to ensure lead generation and improved ROI.

Digital Specialist – IBM Security – January 2017 to December 2017

- Responsible for developing and implementing the “End-to-End” digital strategy to maximize demand generation, improve the sales funnel, drive pipeline growth and ensure the most effective ROI for IBM Security in Brazil;
 - Development and execution of a paid media plan with a focus on generating demand and improving ROI;
 - Planning digital tactics to increase brand awareness with SEO, SEM, display, programmatic media, organic search and social media strategies;
 - Use of Inbound Marketing tactics to generate leads (Email Marketing, Content Marketing, Lead Scoring, A/B Testing Pages, Webinars and remarketing/retargeting);
 - Planning and developing the customer journey based on the product offered and target audience behavior;
 - Daily analysis and media platforms monitoring such as: Google Adwords, Facebook Ads, LinkedIn Ads and Twitter Ads;
 - Relationship with sales areas, agency and internal team, aligning KPIs and goals to achieve business results.
- **Digital Strategist, Collaboration Solutions (Latin America)** - August 2016 to December 2016
 - Responsible for digital marketing campaigns development and execution for Latin America;
 - Leveraging best practices and innovative programs to boost leads, acquire new customers, increase product adoption, and increase brand awareness of IBM Collaboration solutions such as IBM Verse to customers and prospects;
 - Coordination with external agency (Ogilvy) and Latin American teams for global campaigns localization and tropicalization, with a focus on the customer (centricity mindset);
 - Positioning IBM Verse in the market as a differentiator, providing support in win/losses progression and analysis and ensuring ROI.

PREVIOUS EXPERIENCE

- **CONSULTORIA EM MARKETING - FREELANCER - Digital Marketing Specialist** – March 2015 to August 2016
- **ITAÚ UNIBANCO S.A. - Marketing Analyst** – December 2012 to February 2015;
- **GOOGLE- SMB – Advertising Operations Associate** - July 2011 to October 2012;
- **WMcCANN – Junior Project Manager** – April 2010 to April 2011;
- **VIVO S.A. - Marketing Intern** – November 2007 to June 2009.

IMPROVEMENT COURSES

Online Media Planning and Management - IAB (Interactive Advertising Bureau) – 2017 | Social Media, Consumer Engagement and Digital Marketing – Miami Ad School – 2016 | Digital Marketing Extension Course | IAB (Interactive Advertising Bureau) - Miami Ad School | Photoshop – ESPM – 2005 | Social Communication - Instituto Reinaldo Passadori 2003.

AWARDS AND RECOGNITION

IBM Leaderstalk 2019 – IBM Cloud Discovery case – IBM – 2019 | IBM Leaderstalk 2018 – Think Brasil 2018 case – IBM – 2018 | Top Dog Award – Best Digital Marketing Student – Miami Ad School - 2016

INTERNATIONAL EXPERIENCE

- Brazil-Australia Cultural Exchange - Education First School – September 2009 to March 2010;
- EFCELT Certificate – EF Cambridge.

LANGUAGES

- Fluent in English; Advanced level in Spanish.