




MAYARA MARQUES

Customer Success

CONTACT

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SKILLS

- Management Skills
- Cross-Cultural Communication
- Salesforce - CRM
- CloudSense - Adserver
- Google Ads - Adserver
- Jira
- Trello

LANGUAGE

- Native Portuguese
- Fluent English
- Advanced Spanish

ABOUT ME

Dedicated Campaign Manager for over 13 years with a knack for orchestrating campaigns from inception to optimization, leadership, good interpersonal & teamwork relationship and cross-cultural communication. Detail-oriented in problem-solving, planning and data analysis & reporting.

EDUCATION

PUCRS 2025 - 2026
MBA in Marketing, Branding and Growth

PUCRS 2022 - 2023
Postgraduate in UX - USER EXPERIENCE DESIGN AND BEYOND

UNIVERSIDADE NOVE DE JULHO 2008 - 2011
Bachelor of Social Communication - Advertising

WORK EXPERIENCE

Customer Onboarding Manager July 2024 - Present
Engineer Access (providing services for Vital Source)

- Develop and configure accounts for new clients, focusing on Schools and Universities across North America, ensuring seamless integration with their Learning Management Systems (LMS) and educational content.
- Deliver an exceptional onboarding experience, assisting clients in implementing a variety of Vital Source products and services.
- Provide comprehensive training to clients, ensuring their immediate success and smooth adoption of new products and tools.
- Send welcome emails, interactive tutorials, and provide ongoing support and follow-ups to ensure client satisfaction.
- Collaborate closely with cross-functional teams, including sales, finance, operations, and development, to ensure a cohesive and efficient onboarding process.
- Leverage client feedback to continuously refine and improve the onboarding experience and product adoption strategies.

Client Solution Manager Nov 2021 - Dec 2023
Entravision (Reseller Spotify LaTAM)

- Led client solution strategies of Spotify's LATAM campaigns, across Brazil, Peru, Costa Rica y El Salvador. Optimizing campaign delivery and enhancing client satisfaction.
- Excellent attention to detail and strong organization.
- Campaign implementation (Jira, Salesforce & DV360) and issue solver.
- Collaborated with cross-functional teams (in portuguese, english & spanish) to develop innovative digital solutions, significantly improving client engagement and awareness.
- Spearheaded the execution of targeted advertising campaigns, leveraging data analytics to exceed key performance indicators.
- Build custom sales presentations by preparing key data, historical findings and relevant research.
- Upselling to the client based on campaign results.

Customer Service Specialist

Nov 2017 – Oct 2021

Operative – (USA Publishers)

- Delivered high-quality customer service for the US Publishers, solving complex issues and fostering long-term client relationships with customers such as: Hulu, Univision, Vevo, Marvel, NYC.com and Dish.
- Expertise and technical support managing operations across multiples DSP/DMP's such as Google Ads, GAM & Salesforce.
- Quarterly business reviews and weekly reporting.
- Advise during discovery and onboarding new Publisher accounts.
- Maintained logs and documentation to detail key information regarding weekly meetings/calls.
- Created and maintained client trafficking guidelines with remote training to the trafficker team in India and to US clients.
- Relationship with multinational team based in the US, UK and India.

Ad Operations Coordinator

Aug 2011 – Dec 2014

Operative – (Trafficking for Microsoft Brasil)

- I started as a junior and was promoted until I became an Adops coordinator.
- Daily intermediating the relationship between Microsoft, Operative, all advertising agencies and rich media vendors in Brazil.
- Ad Operation excellence.
- Material validation and ad policy.
- Adapt rich media ads booked, third-party tags and conduct tests.
- Issue standard reports to track the progress of the campaign and special formats.
- Training and Development for team members in India and new employees in Brazil, improving team capabilities and campaign results.

Social Media Intern

Mar 2011 – Jul 2011

Media Factory

- Monitored and managed the social media profiles of major companies (Digitalks, Cemig, FGV, etc) on Twitter, Blogs, and Facebook, increasing brand visibility and engagement.
- Published content and analyzed performance using Google Analytics, providing insights that informed strategic decisions and improved social media outcomes.

Television Audit Internship

Apr 2010 – Mar 2011

Vetrix

- Conducted media audits for Record Television Network, ensuring the accuracy of standard reports, campaign development, and the identification of programs.
- Monitored commercial breaks and performed quality control in television programming, contributing to the network's content integrity and audience satisfaction.

PROJECT

Training for Audio Campaigns

Jun 2014

Operative / Pandora Internet Radio

I traveled to New York to visit Operative's official office as well to meet a prospective client (Pandora Radio) to learn about audio. The goal was to understand trends, best practices, and tools for optimizing audio campaigns. Meeting the client provided insights into their needs and goals, so I could share my insights with my team in Brazil.

VOLUNTEER WORK

Foster Pet

Jun 2020 - Jun 2021

Amigos de São Francisco

- Short-term commitment by temporarily opening my home for a dog, engaged in activities with appropriate toys, followed feeding instructions and schedules to provide thorough care.

English Mentor Classes

Feb 2020 - Jun 2020

Soul Bilingue

- Mentored and supported low-income students to increase their confidence and study skills in English. Explained in a creative way difficult concepts in easy-to-understand terminology.

Front Desk Assistant f

Dec 2014 - Dec 2015

Yosemite International Hostel, California

- Reception assistant role encompassing: Advising guests worldwide on check-in/check-out procedures, directions, hostel-related information and promoting events and parties. Also, assisting in overall hostel organization and aiding the manager in inventory management of products used and sold on-site.

COMPLETED ENHANCEMENT COURSES

- Digital Metrics Management and Growth Marketing - 2024
- Spotify Soundcheck - SPOTIFY 2021
- Spanish - Private Lessons - 2022 to 2023
- Create Orders - CLOUDSENSE -2021
- Navigate Diversity - UDEMY - 20021
- Expert Programmatic Media - GOOBEC Brasil - 2016
- Spanish - CNA - 2017 to 2018
- Google Ad Manager - Operative - 2017
- English for business - TOP LANGUAGE - 2012
- Advanced English course - CNA - 2002 to 2007