

# Beatriz Latorre



## SUMMARY

Experienced marketing and customer success professional specialized in tailored strategies to enhance brand growth and optimize sales outcomes. Proficient in diverse marketing channels, with hands-on experience in performance, events, hospitality, branding, and CRM initiatives. Over the course of my career, I have contributed to numerous B2C and B2B endeavors. Possessing demonstrated abilities in data analysis, project oversight, and team management, I am very organized and prepared to contribute to any team's success. I'm currently looking for new opportunities in the Netherlands.

## EXPERIENCES

### **Mobizap | Specialist in Digital Marketing** **2023 - 2024**

Responsible for all the Digital Marketing field

- Marketing Plan
- Developing Push Notification campaigns
- Acquiring and retaining users
- App launch plan
- Establishing and overseeing attribution platforms
- Data analytics
- Event planning

## CONTACT

Rua Juquis - São Paulo, SP  
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## EDUCATION

Pontifical Catholic  
University of São Paulo  
| 2013 - 2016

### Bachelor's Degree

Social communication,  
publicity, and advertising

## SKILLS

Team Management  
Event Planning  
Brand Management  
Customer Services  
Hospitality  
Meta, Google, and LinkedIn Ads,  
CRM Tools (Hubspot, RD  
Station...)  
Google Analytics  
Native forms, Jotforms  
Microsoft Office Tools  
SCRUM  
Budget Control  
Project Management  
Social Media

## **Amper | Media Coordinator**

### **2020 – 2021 and 2022 – 2023**

Coordinating Media and CRM Operations

- Media planning and strategy development
- Budget control
- Team management
- Ads optimization
- Internal process monitoring
- Support for all areas

## **BBI Solutions | Media Specialist**

### **2021 – 2022**

Managing all performance campaigns

- Programmatic media management
- Strategies for Social Media
- Monitoring performance
- Programmatic negotiations (PA, PG, PD)

## **Digital S/A | Leading Media**

### **2019 – 2020**

Responsible for overseeing the media team, including planning and managing media for LATAM accounts like GE Healthcare, as well as contributing to rebranding projects.

## **R11 TRAVEL | Digital Marketing Trainee**

### **2018 – 2019**

Accountable for overseeing all B2B and B2C digital communications and campaigns for Royal Caribbean, Celebrity Cruises, Azamara, and Pullmantur brands at the LATAM level.

## **Walt Disney World Operations**

### **2014 – 2015**

Worked at Disney in Orlando, FL for 4 months. Provided assistance to park visitors and collaborated closely with the operations team.

## **LANGUAGES**

English

Advanced

Spanish

Intermediate

Portuguese

Fluent

## **CERTIFICATES**

**SCRUM Foundation**  
**Professional**  
**Certificate, 2020**

Certiprof

**Project Management:**  
**Definitions and**  
**Objectives, 2020**

FGV

**Agile Management**  
**using SCRUM in 2020**

Udemy

**Social Media**  
**Management, 2018**

ComSchool

**Show Business and**  
**Events 2017**

On Stage Lab