

# Sara Macedo

[saramacedo.com](http://saramacedo.com)

P: 07801763350 | E: [iam@saramacedo.com](mailto:iam@saramacedo.com) | LI: [linkedin.com/in/saramacedocosta](https://www.linkedin.com/in/saramacedocosta)

## ABOUT ME

Strategic B2B marketing professional with 6 years of experience in IT and media industries. I'm a creative and hardworking professional who has an open and positive mind. Specialized in digital marketing with experience guiding campaign development and content strategy to elevate brand profiles and generate revenue. Passionate about creating high-impact communications and maintaining consistent messaging across all brand touch points. Experience in mentoring junior marketing colleagues.

## SKILLS & EXPERTISE

Lead Generation • Branding • Google Analytics • Search Engine Optimization (SEO) • Social Media Marketing • Email Marketing • Event Management • Salesforce (CRM) • Marketo (marketing automation) • Project Management • Adobe Creative Suite

## EXPERIENCE

IDC (International Data Corporation) | London, UK

**Marketing Manager**

2017 – Present

Executed strategic marketing initiatives across digital campaigns, events, branding and business development. Managed budgets ranging from £40k – £50k.

**Honors & Activities:** Won 2 years in a row the award of Outstanding Business Contribution; Co-Founder of IDC WeCare (an internal Giving Back initiative); Planned and developed Diversity & Inclusion initiatives and organized for the first time a 'Bring Your Child to Work Day' at IDC UK.

- Planned and executed yearly marketing plans (lead gen, content- e.g. videos, infographics, podcasts and blogs; sales collateral and business development events to achieve annual sales growth targets.
- Tracked and measured activities and ROI. Used Google Analytics to track website and blog metrics.
- Drove demand generation programs including email, social, webinars, eBooks and events.
- Increased the database by 20% within one year through various marketing campaign efforts.
- Partnered with internal teams (research, consulting, sales, design and developers) to ensure marketing deliverables, meet timeline and compliance requirements.
- Created content that can be used by the sales teams to generate new business, educate clients on new products/features and drive engagement. Leveraged Salesforce, Marketo, LinkedIn PointDrive and ExactTarget to execute multiple nurturing paths based on persona and buying interest
- Created and managed a sales enablement internal portal to improve the collaboration and productivity of our sales team. Worked with key stakeholders to keep the portal updated.
- Generated £1M ROI by developing an event marketing program.
- Implemented integrated marketing campaigns to generate over £450k annually from key accounts.
- Launched a lead generation campaign through ABM that received almost 200 entries in its first week – resulted in £500k new business.
- Created social media initiatives that elevated the IDC's profile as a stand-alone brand.
- Managed IDC EMEA web presence, including Soundcloud account and other social media business accounts such as LinkedIn, Twitter and YouTube. Website management and optimization to improve SERP and customer experience.
- Responsible to setting paid media strategy and Search Engine Optimization for top priority campaigns
- Created social paid strategy, which included high performing campaigns with 5% CTR

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Cisco | Lisbon, Portugal

## Digital Marketing Specialist

1y 8 mos

Planned and executed business development events and roadshows with budgets of up to €200K, and spearheaded communications for employees, partners and customers.

Increased overall sales pipeline and revenue by 35% through channel partners (in 2017). Rapidly promoted due to strong performance.

Co-Developed the concept and coordinated the execution of a video with Cisco Chairman during his All Hands at Cisco Portugal.

- Maintained and updated marketing collateral and content imperative to partners, customers and sales force on website and blog (Cisco Portugal)
- In charge of Cisco Portugal social media accounts (Twitter and Facebook) and have successfully increased followers by 50% and achieved +3%~5% engagement in 6 months.
- Ensured all marketing materials were following corporate branding guidelines.
- Provided one on one marketing consultation to Cisco channel partners to achieve key business objectives; communicated guidelines of co-op marketing program and acted as project manager to endorse and facilitate marketing funds requests.
- Planned and Managed Cisco Innovation Days and Cisco Connect, hosting more than 20+ partners and 600+ clients for 2 days in 2 different cities (Lisbon and Porto) - secured sponsorships, recruitment, email marketing campaigns and social media plan, worked closely with our agency in terms of on-site logistics and production, communicated progress and execution of campaigns tactics with all stakeholders.

PM Media Corporate | Porto, Portugal

## Digital Marketing Specialist

1y 3 mos

- Managed the new websites redesign. Collaborated with designers and developers.
- Developed digital marketing plan for 2 magazine's brands: Villas&Golfe and Trends – generated 40% increase in web traffic and 3% ROI
- Monitored & managed all social media strategy, execution and analysis (2 magazines + Corporate account). Increased the number of active followers by 100% as well as other KPIs.
- Organized and promoted events (utilized social media, paid advertising and personalized email marketing as the main promotion)

## EDUCATION

IPAM | Porto, Portugal

2015 - 2016

### Master's Degree of Marketing Management

Subjects: Marketing Strategy, Branding, Leadership, Negotiation, Relationship Marketing, Economy of Consumption, Business Law and Investment Projects Management.

University of Southern Denmark | Exchange Program | Odense, Denmark

2015 - 2016

### Brand Management and Marketing Communications

Subjects: Advanced Marketing Communication and Advanced Brand Management.

University of Aveiro | Aveiro, Portugal

2008 - 2011

### Bachelor's Degree of New Communication Technologies

Subjects: Digital media, Communication, Web Design, Video, Marketing and Management