

Sara Macedo

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ABOUT ME

Strategic B2B marketing professional with 7 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 • Integrated Marketing Campaigns • Search Engine Optimization (SEO) • Social Media Marketing • Email Marketing • Event Management • Salesforce (CRM) • Marketo (marketing automation) • Project Management • Adobe Creative Suite

EXPERIENCE

ServiceNow | London, UK

Integrated Marketing Campaigns Manager

6 mos

- Drive integrated marketing campaigns with the aim of accelerating sales pipeline, expanding and retaining business within the current customer base, and acquiring net new customers
- Support partner marketing activities from approval of campaign through execution.
- Manage the implementation, tracking and measurement of marketing campaigns and use data to optimise performance and make recommendations back to the business
- Collaborate with EMEA functional teams as well as external agencies, to deliver campaign activity
- Ongoing collaboration with sales and consulting teams
- Blend on-line and off-line activity within a campaign to best target specific contacts/roles in target accounts

IDC (International Data Corporation) | London, UK

Marketing Manager

2017 – Present

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 strategic marketing initiatives across digital, business development events and branding to **achieve annual sales growth targets**. Tracked and measured these activities and ROI
- 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.
- Ensure that the organisation's **brand and identity** is adhered to in campaigns and in all communication channels.
- Write, edit and proofread copy for promotional materials within marketing campaigns.
- 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 for setting **Paid Social Media (LinkedIn and Google Ads)** and **Search Engine Optimization** for top priority campaigns, which included high performing campaigns with 5% CTR.

Cisco System | 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.
- **Brand Management:** 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 (agency management).

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