

Sara Macedo

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ABOUT ME

Strategic B2B marketing professional with 10 years of experience in IT and media industries. I'm a creative and hardworking professional who has an open and positive mind. Specialised in digital marketing with experience guiding campaign development and content strategy to elevate brand profiles and drive business growth. Passionate about creating high-impact communications and maintaining consistent messaging across all brand touch points. Experience in mentoring and managing small marketing teams.

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

Jan 2021 - Present

Honors: Won 2 awards in 2022 for 'Wow our customers' and 'Win as team' given by my peers.

- 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
- Conducted market research to **identify customer pain points** and developed messaging that increased lead conversion rates by 25%.
- Ongoing **collaboration with sales** and consulting teams to ensure alignment
- Worked closely with sales teams to develop **sales enablement materials** that increased win rates by 20%.
- Develop and execute **multi-channel demand generation strategy** for acquisition and nurturing
- Manage the **implementation, tracking and measurement of marketing campaigns** and used 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
- **Communicate goals, priorities and decisions** across different teams

IDC (International Data Corporation) | London, UK

Marketing Manager

Nov 2017 – Jan 2021

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.

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- 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.

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.
- Managed localised PR, advertising and associations.
- **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.