



Fabiana Rocha

B2B SaaS - Marketing Manager

Revenue-centric Marketing Manager with over 15 years of experience and an extensive background creating and executing successful multi-channel marketing integrated campaigns while staying within budget and achieving KPIs.

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🌐 www.fabilousmedia.com

🌐 linkedin.com/in/fabirocha

PROFESSIONAL SKILLS

- SEO
- Google/Bing Ads
- Paid social
- E-Mail Marketing
- Social Media Marketing
- Affiliate & Referral Marketing
- Content Creation
- Web Design & Development
- Graphic Design
- Analytics & Reporting
- Partner Marketing
- Event Marketing

SOFT SKILLS

- Analytical Thinking
- Creative Mindset
- Strategy-Centered
- Growth Mindset
- Attention to Detail
- Empathy
- High EQ

TOOLS & PLATFORMS

- Adobe Creative Suite
- Canva
- Wordpress
- Mailchimp
- Salesforce
- Hubspot
- Slack
- Asana
- Meltwater
- SEMrush
- GA4
- Google Search Console
- Google Tag Manager
- Google Ads Manager
- Meta Business Manager
- LinkedIn Ads Manager

LANGUAGES

Portuguese
Native or Bilingual Proficiency

English
Full Professional Proficiency

Spanish
Professional Working Proficiency

EDUCATION

Graduate Certificate in Business Administration, International Business
San Diego University for Integrative Studies

2011 - 2013

San Diego, CA

Bachelor of Arts in Business Communication, Marketing & Advertising
Fundação Armando Alvares Penteado

2004 - 2009

São Paulo, Brazil

CERTIFICATIONS

HubSpot E-Mail Marketing (02/2022 - 03/2024)
by HubSpot

Google Ads Display & Google Ads Search (08/2020 - 08/2021)
by Google

Google Tag Manager Fundamentals (06/2021 - 06/2024)
by Google

On-Page and Technical SEO (06/2021 - 06/2024)
by SEMrush

SEO, SEM, Web Analytics, Online Marketing (11/2018 - Present)
by eMarketing Institute

Content Marketing, Social Media Marketing, Blogging (08/2018 - Present)
by eMarketing Institute

WORK EXPERIENCE

Marketing Manager RedTeam Software

09/2022 - Present

Orlando, FL (Remote)

Achievements/Tasks

- Responsible for managing the full marketing funnel for the enterprise portfolio (RedTeam Flex, TeamPlayer and RedTeam Go) across owned, earned and paid digital channels, developing and launching multi-touch campaigns that drive sign-ups, MQLs, and pipeline targets.
- Developed and executed a multi-channel demand generation strategy that increased qualified leads volume by 78% within the first 6 months into the role, influencing more than \$400K in revenue.
- Delivering revenue growth through a wide range of inbound and outbound marketing approaches including account-based marketing.
- Driving marketing plans that focus on the buyer's journey with strong ICP targeting, driving MQLs to SQLs in a cohesive way.
- Consistently exceeding webinar registration goals by an average of 25% through identifying relevant topics and speakers, creating compelling promotional campaigns, optimizing landing pages and lead forms to improve conversion rates.
- Directing the creation of compelling marketing assets to drive awareness and consideration, including gated assets, case studies, white papers, landing pages, blog articles, handouts, etc.
- Overseeing paid media advertising campaigns on Google, Bing, LinkedIn, Facebook, G2, and Software Advice, from planning through launch.
- In charge of testing, analyzing and improving the various conversion points in the marketing funnel to optimize campaign performance and inform budget allocations.
- Working with sales team to ensure the right messaging is in place to enable follow-up on leads originating from the campaigns. Collaborating with Product to execute campaigns to launch new product features.
- Measuring and reporting on the effectiveness of campaigns to improve efficiency and revenue generation.

Partner Marketing Manager (Events)

Hum Works, LLC

10/2021 - 08/2022

Charlottesville, VA (Remote)

Achievements/Tasks

- Built and nurtured partnerships with a focus on events and co-marketing that drove mutual acquisition goals.
- Drove new lead generation campaigns with partners through joint events, digital marketing, lead magnets, and content syndication that accounted for an increase in MQLs by 28%.
- Identified critical events to meet pipeline goals, secured attendance/speaking opportunities, and brought together industry thought leaders as panelists.
- Coordinated logistics for events to drive brand awareness and generate demand, including vendor management, budget management, event promotions, sales enablement, venue coordination, sponsorships, management of on-site event staff, and inventory management.
- Developed multi-channel promotion strategies that drove engagement, increased registrations, and provided thought leadership pre and post-event, all designed to nurture leads down the funnel.
- Facilitated timely event lead processing, measured event ROI, developed post-event reports, and evaluated results against goals.
- Optimized lead nurturing processes through email, webinars, content, social channels, and paid advertising resulting on a 33% conversion rate.

Digital Marketing Specialist

San Antonio Area Foundation

01/2020 - 01/2022

San Antonio, Texas

Achievements/Tasks

- Led a complete website refresh project that resulted in 500+ new pages built, 400% email list increase, doubling website visits (200% YoY growth), and gaining 26k new visitors (prev. 9k).
- Obtained \$10k/month Google Ad Grant for Nonprofits, maintaining 5% CTR at account level.
- Ran low cost-per-click, high click-through-rate Facebook ads for nonprofit training classes, reaching 200k users and 5k clicks.
- Increased Facebook organic engagement by 33% with new social media strategy.
- Created one landing page for social media with multiple CTAs, resulting in 11% traffic increase.
- Improved website performance by 18% with on-page and technical SEO tactics.
- Implemented productivity processes with Airtable and online project request form.
- Contributed to marketing plans and KPI reporting.

Owner, Digital Marketing Strategist

Fabilous Media

02/2019 - 08/2022

San Antonio, Texas

To view portfolio, please visit: www.fabilousmedia.com/portfolio

Achievements/Tasks

- Collaborated with clients to develop and execute marketing strategies that drive brand awareness and generate demand.
- Provided a wide range of digital marketing services including web development, web design, content creation, search engine optimization, social media marketing, e-mail marketing, paid online advertising, affiliate marketing, event marketing, and marketing consulting.

WORK EXPERIENCE

Social Media Marketing Specialist

Coldwell Banker D'Ann Harper, REALTORS® 

02/2019 - 07/2019

San Antonio, Texas

Achievements/Tasks

- Created, executed and managed compliant content for corporate social media platforms to increase followers, engagement, conversions, and awareness.
- Developed and executed consistent branded content strategy, managed editorial calendar, and measured effectiveness across all media channels.
- Analyzed data, monitored competition, and assisted in developing Marketing and PR strategies.
- Managed corporate online reputation through keyword research, SEO strategy and action plans.
- Coordinated corporate presence at events, managed vendors and sponsorships, and assisted on local-community and corporate events.
- Oversaw a team of 5 members for content creation and audience engagement.
- Developed digital and traditional campaigns, participated in internal communications, press releases, and awards submissions.
- Led training classes for sales agents to align Marketing and Sales teams (~400 agents).

PAST RELEVANT EXPERIENCE

REALTOR® and Marketing Coordinator (08/2017 - 10/2018)

- Simply Vegas Real Estate - The Clutters Group - Las Vegas, NV

VIP Cocktail Waitress & Brand Ambassador (09/2014 - 05/2018)

- Russell Food and Beverage - Las Vegas, NV

Marketing Administrative Assistant (08/2013 - 08/2014)

- Universal Motorcars - Las Vegas, NV

Marketing Analyst (2009 - 2011)

- SuperBAC Biotechnology - São Paulo, Brazil

Marketing Brand Promoter (2006 - 2009)

- Dark Dog Energy Drink - São Paulo, Brazil

Marketing Intern (2005 - 2006)

- Biogen Idec - São Paulo, Brazil