




Flávia Barros Araujo de Castro

Brazilian, Married, 2 daughters.

+55 11 97522-3851 

flavia.barros.a@gmail.com

SUMMARY

Driven by passion for what I do and challenges, I strive for results by building cohesive, engaged and high-performing teams. With over 24 years of experience in Marketing and Sales within E-commerce and Tech companies, I'm skilled in effective communication and relationship-building at all organizational levels. I'm results-oriented, a strong advocate for teamwork and committed to customer satisfaction and process improvement. I'm comfortable in diverse and multicultural environments and am adept at navigating ever-changing business landscapes. Additionally, I'm a proud mother of two incredible daughters and I enjoy meditating.

EXPERIENCE

Aug/2020 – Today



CMO at Leroy Merlin Brazil

Leroy Merlin is part of the French group ADEO, the 3rd largest DIY retailer in the world.

Responsible for the Omncommerce strategy for Leroy Merlin Brazil.

Facing the challenge of leading a team of 350 people, achieving breakeven for 3P operations and growing the new business ecosystem:

- Brand Strategy, Content, Social Media, Performance media and SEO.
- Growth and Marketing activation (traffic management, CRM/ Customer lifecycle), Loyalty Program.
- Voice of the Customer: Customer Care, including Ombudsman.
- Services (installation and renovation) business unit, showing a growth of nearly 80% in two years.
- Distance Sales: E-commerce, including 1P and 3P models (Market Place), Whatsapp and Telesales.
- Digital Products (E-commerce desktop, App, customer service)
- Retail Media
- CX and Marketing Intelligence Teams

Aug/2020 – Feb/2022



Marketing Director at BS2 Bank

It's a digital bank form SMB companies in the Brazilian market.

Responsible for growing GMV of BS2 financial products through Growth Marketing, including CRM and online acquisition.

- Growth Marketing (CRM/ Customer Lifecycle, SEO, Performance media and SEO.)
- Branding, PR, Content and Social Media.

Nov/2018 – Jul/2020



Marketing and Sales Consultant at Organica Consulting

Consulting focused on developing new growth strategies for established businesses that need to explore new avenues or adapt to new market challenges. Key clients: BV, Pravalier, Gupy, Grupo Somma, Warren Investments, WBG.

Mar/2018 – Oct/2018



CMO at Mercado Bitcoin

The Brazilian leading Digital Coin Exchange is a financial institution devoted to intermediation of purchase and sale of digital coins through an online platform.

Responsible for Marketing and Sales. Facing the challenge to expand 3 times the total user base in 2018, to reposition the company's brand, to increase user engagement and to consolidate Brazilian crypto coin Market through high-quality educational contents.

- Structuring of Marketing Team from scratch (10 headcounts), creation of processes, KPIs and map interactions with other areas.
- Brand Repositioning and Relaunching. Defining and leading business and brand strategy engaging other core areas.
- Development of relationship with the press to consolidate the crypto coin Market.
- Expansion of user base through Online Acquisition using vehicles such as Google, Facebook, AdNetworks, SEO, SEM, and others.
- Creation and leverage of a Content Hub designed for an integrated 360o client communication in all touchpoints.
- Management of a CRM Team devoted to client acquisition, engagement and churn reduction through data insights.

Oct/2016 – Jan/2018



Marketing Director at 99

The Brazilian second E-hailing company is focused on individual transportation connecting drivers and passengers through its platform.

Expansion of user base through Online Acquisition and Brand Building.

- Structuring of Marketing Team from scratch (15 headcounts in 3 months), established processes, KPIs and accountability cadence.
- **Branding:** Leading and implementation of 99's new Brand strategy with the support of [FutureBrand](#), a global brand consultancy. Main outputs: Definition and delivery of the brand experience through signature moments in a mapped customer Journey, creation of 99's Brand Guide, established tracking metrics for the Brand Funnel and relaunched 99's brand with the biggest communication campaign in 4 years, managing a Budget of USD 10 Million. Brand Consideration increased from 56% to 63% in 45 days.
- **Growth Marketing:** Organization and structuring of a team focused on new user's online acquisition, optimizing media of Google, Facebook, AdNetworks and Retargets. Main results were the expansion of user base in 2.900% in 1 year and cost reduction of acquisition in 68% in the first 5 months. Mapping of all app conversion funnel with BI Team, guaranteeing visibility and insights of main conversion points.
- **Strategic Partnerships:** Implementation of 20 strategic national partnerships focused on user acquisition and brand presence in the first 6 months. Main partners: Visa, Outback and main Brazilian loyalty programs.

Sep/2011 – Oct/2016



Head of Retail Marketing at Netshoes

The largest sporting goods E-commerce of Latin America. Established in 2000, it has a GMV of almost USD 700 million and 2.100 employees.

Head of Retail Marketing,
May/2014 – Oct/2016

- **Retail Marketing:** In charge of leading the sales of BR Netshoes Group through a structured integration between different areas based on planning of the Annual Promotional Calendar, where the main delivery was Black November Campaign that brought 30% of Netshoes annual gross revenue.

Optimization of promotional areas (banners) in Netshoes BR website, where main KPIs were conversion rate (%) and Revenue (R\$) through a straight connection with Commercial/Product Area.

Creation of sales space of advertisement aiming to increase the EBITDA of Netshoes BR. Since Media Kits of promotional spaces such as Google AdSense and other partnerships were created, the total income earned was

R\$ 13 MM at the bottom line (before taxes and with no cost discount of goods sold).

→ **CRM:** Responsible for 26% of Netshoes Gross Revenue through strategic planning and optimization of Email Marketing and push notification campaigns.

Senior Marketing Manager (Retail), Netshoes Brazil

Oct/2013 – Apr/2014

→ **Retail Marketing:** In charge of leading BR Netshoes Group sales from the creation of a structured Promotional Calendar and the integration of different areas. Also responsible for the management (budget management and promotional calendar) of partner stores using Netshoes' White label platform, in order that they have their respective Ecommerce. Main clients: Brazilian Soccer Clubs (Corinthians, SPFC – São Paulo Futebol Clube, Palmeiras), Havaianas, Puma, NBA, and others.

Senior Marketing Manager LATAM

Oct/2011 - Oct/2013

Creation of a Latin America Netshoes Marketing area (Mexico and Argentina) from scratch:

- Management of sales and budget of sites in Mexico and Argentina, setting targets, following Performance KPIs up.
- Media Planning (where, how much and when to invest).
- Negotiation with local and global vehicles/gateways.
- Planning of the promotional actions and marketing of the sites: retail calendar, marketing email, gateways and other partners.

Apr/2000 - Sept/2011



Commercial Manager at B2W

The largest retail company in Latin America is responsible for 50% of the online sales industry in Brazil.

Commercial Manager | Feb/2011 - Sept/2011

→ Sale of B2W's e-commerce platform-based services and implementation of new businesses.

Product Manager | Jul/2007 - Jan/2011

→ Overall management of 8 product categories, such as Household Appliances, Small Kitchen Appliances, Perfumes and Colognes, and others, at Submarino.com. Main activities related to negotiation with suppliers in connection with product purchase, stock management, purchase limits and product margins, and campaigns and sales promotions to achieve sales targets.

B2B2C (Marketing Manager), Rio de Janeiro

Jul/2005 - Jun/2007

→ Sale of services based on the e-commerce platform of Americanas.com to companies interested in making direct sales to the end consumer.

CRM Coordinator, São Paulo

Jan/2002 - Jun/2007

→ Creation of customer-focused database and, with the support of a Data Mining Consulting, information mapping, such as customer profile, cluster, purchase propensity, life cycle, relation between products and customer's motivation for purchase. Customer insights were used in Telesales, Call Center and mainly to email marketing campaigns, in which the increase in sales represented 20% month over month.

Marketing Senior Analyst, São Paulo

Apr/2000 to Jan/2002

→ Implementation of catalog actions, email marketing and negotiation with partners to lease/exchange mailing, and of flow of Marketing managerial information.

Feb/1999 – Apr/2000



Trainee at Citibank

Product Management: Leadership in Project to expand the concept of niches in Citibank - development of marketing and commercial strategy to implement exclusive offers to the niche of physicians and dentists.

Dec/1997 – Feb/1999



Senior Marketing Intelligence Analyst at British American Tobacco

Competition Analysis and Monitoring, analysis of the sales results of Souza Cruz brands, follow-up of the company's strategic information flow

EDUCATION

- Executive Education, Leadership, London Business School, London – Feb/2019
- Master of Business Administration, Pontifícia Universidade Católica do Rio de Janeiro – Aug/2007
- Degree in Business Administration, Rio de Janeiro State University (UERJ) – Dec/1997

LANGUAGES

English and Spanish – Fluent. Portuguese Native

ADDITIONAL INFORMATION

- CO-WORK week in Poland with Global Omncommerce Team – Mar/2024
- CO-WORK week in Spain with Global Omncommerce Team – Feb/2023
- SXSW Conference – South by Southwest – Austin, Texas – Mar/2019
- Líder Evolucionário (Evolutionary Leader) with Fábio Giacomo a famous Brazilian coach – April/ 2018
- Media Training with Olga Curado (The Brazilian most famous Communication Coach) – Aug/2017

- Participation in Connections - Sales Force Event in Atlanta – May/2016
- Participation in IRCE (Internet Retail Conference) in Chicago – Jun/2016
- Teacher in Online MBA at Pontifícia Universidade Católica (PUC) in Rio de Janeiro. Discipline: Negotiation - Jun/2010 to Aug/2010.
- Negotiation Techniques Training – IBMEC – Mar/2008
- Marketing Administration at Fundação Getúlio Vargas (FGV): 1998