




Flávia Barros Araujo de Castro

Brazilian, Married, 2 daughters.

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Desired position: CMO | Chief Marketing Officer

SUMMARY

Driven by passion for what I do and challenges, I strive for results by building cohesive, engaged and high-performing teams. With almost 25 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



CMO at Leroy Merlin Brazil | Mar/2022 – Today

Executive Director responsible for Leroy Merlin Brazil's Omncommerce strategy and the expansion of new businesses such as Services and Installation, Retail Media and Marketplace (3P). Main responsibilities:

- 360o Communication (Brand Strategy, Content, Social Media, Performance media and SEO.)
- Distance Sales: E-commerce, including 1P and 3P models (Market Place), Whatsapp and Telesales
- Growth and Marketing activation (traffic management, CRM/ Customer lifecycle), Loyalty Program.
- Voice of the Customer: Customer Care, including Ombudsman, operational excellence.
- Services (installation and renovation) business unit, to ensure a complete solution to our customers.
- Digital Products (E-commerce desktop, App, customer service)
- CX, UX and Marketing Intelligence Teams
- Monetization of our EBIT C through Retail Media



Marketing Director at BS2 Bank | Aug/2020 – Feb/2022

Responsible for growing GMV of BS2 financial products for individuals and companies through Branding strategy, PR, Content, Social Media and Growth Marketing, including CRM and online acquisition.



Marketing and Sales Consultant at Organica Consulting | Nov/2018 – Jul/2020

It was the time of my career when I dedicated myself to undertake. Organica was a consulting company 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.



CMO at Mercado Bitcoin | Mar/2018 – Oct/2018

Responsible for Marketing and Sales. I overcame the challenge of expanding 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.

Marketing Director at 99 | Oct/2016 – Jan/2018

My main challenge was to expand drivers and passengers base through online acquisition and brand building. The main results included an increase in 99 brand consideration from 56% to 63%, a 2.900% expansion of the user base within one year, followed by a 68% reduction in acquisition costs.



Head of Retail Marketing at Netshoes | Sep/2011 – Oct/2016

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. I also contributed to the company's profitability by leveraging the growth of the Retail Media and the activation of the user base (CRM), responsible for 25% of GMV.



Commercial Manager at B2W | Apr/2000 - Sep/2011

I managed eight product categories for four years, including Household Appliances and Portable Appliances. My main activities included negotiating with suppliers, inventory management, purchase limits and growth of margin and sales. I also led the implementation of CRM at Americanas.com and the marketplace in its initial phases.



Trainee no Banco Citibank | Feb/1999 – Apr/2000



Senior Marketing Intelligence Analyst at British American Tobacco | Dec/1997 – Feb/1999

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