

Flávia Barros Araujo de Castro

+55 11 97522-3851 | flavia.barros.a@gmail.com

<https://www.linkedin.com/in/flbarros/>

GOAL: CMO | MARKETING DIRECTOR | CRO | GROWTH

SUMMARY

I am driven by challenges and by passion for what I do. I deliver consistent results through building cohesive, engaged and high-performing teams. With more than 25 years of experience in Marketing and Sales across the Retail and Technology sectors, I communicate effectively at all organizational levels and navigate dynamic, constantly evolving business environments with agility. I have a strong results-oriented mindset, value teamwork, and remain focused on customer experience and satisfaction. I operate naturally in diverse and multicultural environments. Fluent in English and Spanish.

EXPERIENCE



CMO at Leroy Merlin Brazil | Mar/2022 – March/2026 | São Paulo

Responsible for growing the customer base and expanding LTV within a large-scale omnichannel ecosystem. Led the consolidation of e-commerce as a strategic platform, with direct management of the digital P&L and the Services&Installations business unit. Played a key role in strengthening governance and fostering a data-driven culture, increasing the share of digital sales and total revenue while balancing short-term performance with the development of sustainable long-term results. Main responsibilities:

- Led the 360° Brand and Communication strategy, including content, social media, performance media and SEO.
- Managed the P&L of remote sales channels — e-commerce (1P and Marketplace models), WhatsApp and telesales — achieving a 58% CAGR with consistent profitability improvement.
- Built and scaled Growth and Marketing Activation functions, including traffic management, CRM, customer lifecycle, and the development of the Loyalty Program.
- Enhanced customer experience toward omnichannel excellence, leading CX, Customer Service, Ombudsman, and operational excellence teams.
- Managed the P&L of the Services&Installations business unit (installation and renovation), delivering a 74% CAGR and a 15 p.p. increase in NPS.
- Led the development and continuous improvement of Digital Products, including the e-commerce platform (desktop), mobile app and customer service platforms.
- Created and monetized the Retail Media ecosystem, generating new revenue streams through digital channels and brand audience assets.



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

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 | São Paulo

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 | São Paulo

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 | São Paulo

The main challenge was to expand drivers and passengers base through online acquisition and brand building. Key results included increasing 99's brand consideration from 56% to 63%, growing the user base by 2,900% in one year, and reducing acquisition costs by 68%.



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

Responsible for leading Grupo BR Netshoes' sales through a structured cross-functional integration model, driven by the Annual Promotional Calendar planning. I led Black Friday execution for four consecutive years, generating 30% of Netshoes' annual gross revenue. I also contributed to the company's profitability by accelerating the growth of the Retail Media business and customer base activation (CRM), which accounted for 25% of total revenue.



Commercial Manager at B2W | Apr/2000 - Sep/2011 | Rio de Janeiro

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 | São Paulo



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