



Vinicius Flores

**B2B Technology
Marketing Manager
International Markets · PhD**

- 📍 Bento Gonçalves, Brazil
- 💻 www.viniciusflores.com
- 🌐 [in/vinicius-flores](https://in.vinicius-flores)
- ✉ vinidsf@gmail.com
- 📞 +55 51 99546-8975

Profile

Eight years in B2B tech marketing across demand generation, content, web, paid media, and performance reporting. Remote since 2023 with teams across the US, Europe, and APAC.

Italian citizenship recognized by court judgment (2026); final registration formalities in progress.

Languages

- Portuguese** Native
- English** C1 · IELTS 7.0 (2025)
- Spanish** C1
- Italian** B1, studying toward B2

Experience

BIBLIOTHECA

GLOBAL LIBRARY TECHNOLOGY · PUBLIC AND INSTITUTIONAL BUYERS · REMOTE

Marketing Communications Manager

JUL 2025 | PRESENT

Central Marketing, supporting North America and working with regional teams across Europe, Latin America, and Asia-Pacific.

- Lead website strategy and content in 14 languages (technical SEO, editorial governance); 5 of the 20 most-visited pages.
- Present marketing performance analysis (GA4, Google Ads, HubSpot) to the CEO, CPO, and Commercial Director.
- Own social strategy and publishing across six company channels and the CEO's LinkedIn; cut publishing volume 18.5% in H1 2026 while organic reach grew 126%.
- Set editorial direction and manage press for North America; the site's most-read editorial page holds readers nearly 2x longer than the site average.
- Support product launches with Product and Sales: messaging, web, campaigns, and localization.
- Led vendor selection for the new corporate website, from briefing to recommendation; now lead internal delivery.

Marketing Specialist

JUN 2023 | JUL 2025

Joined Central Marketing across paid media, social, content, and web; promoted to Marketing Communications Manager in July 2025.

- Reduced paid-search CPL by 75% and grew annual leads 77% after bringing management in-house and reorganizing campaigns around buyer intent.
- Helped drive a 232% increase in organic social interactions between 2023 and 2025.
- Built landing pages, SEO content, and email campaigns for demand generation.

UNIVERSIDAD MANUELA BELTRÁN

PRIVATE EDUCATIONAL INSTITUTION – BOGOTÁ, DC, COLOMBIA

Professor of Digital Marketing

FEB 2023 | DEC 2023

Graduate specialization in Digital Marketing, delivered in Spanish.

- Taught Social Media Strategy and Community Management, and Online Marketing Mix and Digital Channels, to more than 100 students.

INTERACT SOLUTIONS

ENTERPRISE GOVERNANCE SOFTWARE (OKR, BPM, COMPLIANCE) – BRAZIL

Marketing & Communications Supervisor

JUL 2021 | MAY 2023

Promoted twice, from Marketing Analyst (2018) to Coordinator (2020) and Marketing & Communications Supervisor (2021), leading a six-person team.

- Marketing sourced 46.3% of new customers in 2022, with 345% ROI on inbound and paid acquisition.
- Directed the company rebrand and multilingual website with an external agency (2020); later owned paid acquisition, content, and KPI governance.
- Led the marketing workstream of a Portugal market-entry study and represented the company at Web Summit Lisbon.

Selected Projects

Global Website Transformation

BIBLIOTHECA | 2025 - PRESENT

Led vendor selection and now lead internal delivery of a 14-language website rebuild covering SEO, localization, accessibility, and analytics.

Paid Search Transformation

BIBLIOTHECA | 2024 - PRESENT

Brought day-to-day paid search management in-house, reorganized campaigns around buyer intent, reduced cost per lead by 75%, and increased annual lead volume by 77% versus the agency baseline.

International Market Entry

INTERACT | 2022

Led the marketing workstream for a Portugal market-entry study, contributing to market assessment, positioning, and go-to-market planning, and represented the company at Web Summit Lisbon.

Education

PhD in Communication Sciences

UNISINOS | BRAZIL | 2017–2021

CAPES doctoral scholarship (Brazil's federal research agency), awarded on merit.

Master's in Communication

UFSM | BRAZIL | 2015–2017

Full CAPES research fellowship; ranked first in the admissions process.

Bachelor's in Journalism

UNIVATES | BRAZIL | 2008–2014

Skills

Marketing Strategy

B2B strategy · Demand generation · Positioning · Marketing for complex buying environments

Digital Performance

Paid search · Conversion optimization · Performance analysis · Channel benchmarking

Content & Web

Content strategy · Technical SEO · Multilingual web · Executive communications

Marketing Technology

HubSpot (Marketing Hub Software Certified) · GA4 · Google Ads · Search Console · Looker Studio · WordPress · Elementor

Leadership

Six direct reports · Vendor and agency management · Product/Sales collaboration · C-level reporting