

Vinicius Flores

B2B Tech Marketing Manager • International Markets

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PROFILE

Marketing manager with eight years of experience in B2B technology, in markets with complex products and long sales cycles. I turn those products into pipeline through content, web and SEO, paid media, localization, and performance measurement across 14 languages and four regions.

Brazilian and Italian citizen. Based in Brazil, relocating to Italy in 2027.

PROFESSIONAL EXPERIENCE

Bibliotheca • Global library technology • Remote from Brazil

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 across 14 languages. Rebuilt six product and solution pages where sales inquiries start: one lifted MQL rate from 68% to 90% at the same lead volume; another grew organic clicks 68% while site-wide clicks fell 5%.
- Run paid search through to pipeline: over 12 months, pipeline worth ~38× media spend, with one in five paid MQLs becoming a sales opportunity.
- Rebuilt the social editorial mix around customer stories, product use cases, and results: in H1 2026, +44% impressions and +30% interactions per post, with 20% fewer posts.
- Manage press and external communications for North America and present performance to senior leadership, including the CEO.

Marketing Specialist

Jun 2023 – Jul 2025

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

- Brought Google Ads in-house in 2024 and rebuilt the account around product lines and buyer intent. By 2025, cost per conversion was 84% lower (including media and agency fees), with 2.1× the conversions at one-third of the previous total cost.
- Managed organic social across the central channels; LinkedIn engagement rate rose from 6% to 15% between 2023 and 2025.

Universidad Manuela Beltrán • Private educational institution • Bogotá, Colombia • Remote

Part-time Lecturer in Digital Marketing

Feb 2023 – Dec 2023

Graduate specialization in Digital Marketing, delivered remotely in Spanish.

- Taught graduate-level digital marketing to more than 100 students across multiple cohorts.

Interact Solutions • Enterprise governance software • Lajeado, Brazil • On-site

Marketing & Communications Supervisor

Jul 2021 – May 2023

- Shifted acquisition from outbound to inbound and paid search. In 2022, digital marketing sourced 46.3% of new customers at a 345% ROI.
- Led a six-person team across content, social, video, design, and internal communications, including hiring, performance reviews, weekly one-on-ones, and priorities.
- Owned marketing strategy, paid acquisition, content, and KPI governance across LATAM markets.

Marketing & Communications Coordinator

Jun 2020 – Jul 2021

- Directed the company rebrand and a new multilingual website (PT/ES/EN) with an external agency, coordinating decisions across internal teams.

Marketing & Communications Analyst

Mar 2018 – Jun 2020

- Ran editorial operations for the company blog, including SEO and WordPress publishing, in Portuguese, English, and Spanish; also managed social media, landing pages, lead capture flows, and press support.

SELECTED PROJECTS

Paid Search Transformation

Bibliotheca | 2024 – Present

Cut the number of campaigns so each could clear the auction on its budget, rewrote landing pages, and strengthened conversion tracking into HubSpot to follow paid leads through to pipeline.

Global Website Transformation

Bibliotheca | 2025 – Present

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

Marketing Operations with AI Agents

Bibliotheca | 2025 – Present

Built AI-agent workflows for analytics, localization, messaging testing, and project setup: reconciled GA4, Search Console, Google Ads, and HubSpot into one pipeline analysis, measured six page redesigns against the full site as a control, and audited all 14 language versions against the company glossary.

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

CERTIFICATIONS

HubSpot Marketing Hub Software — HubSpot Academy, 2026

SKILLS

Marketing: Marketing Communications · Content Strategy · Demand Generation · International Marketing · B2B Marketing

Digital Performance: Paid Search · SEO · Conversion Optimization · Marketing Analytics · Pipeline Measurement

Content & Web: Multilingual Website Strategy · Product & Solution Content · Technical SEO · Localization

Marketing Technology: HubSpot (Marketing Hub Software Certified) · Google Analytics 4 (GA4) · Google Ads · Search Console · Looker Studio · WordPress · Asana · Canva

Leadership: Team Leadership (six direct reports, 2021–2023) · Vendor & Agency Management · Cross-functional Collaboration · Executive Reporting

LANGUAGES

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