VINICIUS FLORES

B2B Technology Marketing Manager

Regional & International Marketing / Demand Generation & Content

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PROFILE

B2B technology marketing manager with 8+ years in enterprise software and international markets. I led a six-person team and worked on product launches and partner marketing in Latin America; at Bibliotheca, I focus on North American regional marketing and central initiatives across global markets, including paid search, SEO/AEO content and pipeline measurement.

EU work authorization

Italian and Brazilian citizen. Relocating to Northern Italy.

−84%	~38×	90%
LOWER COST PER CONVERSION	**SALES PIPELINE VS. AD SPEND**	**QUALIFIED ENQUIRIES**
2025 vs. prior agency model, incl. fees	Paid search · Last 12 months	AEO product page · Up from 68%

PROFESSIONAL EXPERIENCE

2018 – Present

Bibliotheca

Global library technology · June 2023 – Present

Marketing Communications Manager

July 2025 – Present

- Rebuilt product and category pages around buyer questions and AEO: MQL share rose from 68% to 90% on a product page; organic clicks grew 68% on a category page while sitewide clicks fell 5%.
- Led the agency selection for a 14-language website rebuild; now coordinate SEO, product content and technical work with the agency and IT.
- Measure marketing contribution in HubSpot: paid-search-attributed pipeline was ~38× ad spend over 12 months; one in five paid MQLs became sales opportunities.
- Redesigned social editorial strategy around customer stories and product use cases, guided by monthly results: +44% impressions and +30% interactions per post with about 20% fewer posts in H1 2026.

Marketing Specialist

June 2023 – July 2025

- Brought Google Ads in-house and rebuilt campaigns by product and buyer intent: 84% lower cost per conversion and 2.1× more conversions in 2025 at about one-third of the prior all-in cost, including agency fees.
- Owned editorial planning, copy and publishing across six company social channels; LinkedIn engagement rate grew from 6% to 15% between 2023 and 2025.

Professional Experience

Interact Solutions

Enterprise governance software · March 2018 – May 2023

Marketing & Communications Supervisor

July 2021 – May 2023

- Led a six-person marketing and communications team across content, social, design, video and internal communications, including hiring and performance reviews.
- Shifted acquisition from outbound to inbound and paid search, tracking leads to signed customers: 46.3% of new customers in 2022 at 345% ROI.
- Worked on three product launches (Interact Start, Pocket and Flow), from concept to market introduction.
- Ran partner marketing for the commercial and business partner network, including co-marketing, webinars and lead nurturing.
- Developed sales enablement materials and sector campaigns for healthcare and the public sector.
- Planned and presented acquisition webinars in Spanish and Portuguese.

Marketing & Communications Coordinator

June 2020 – July 2021

- Managed three direct reports in marketing and communications, overseeing brand, content, and digital marketing initiatives.
- Directed the company rebrand and development of a trilingual website in partnership with an external agency, coordinating decisions across internal teams.
- Developed content for Brazilian and international audiences in Portuguese, Spanish and English.

Marketing & Communications Analyst

March 2018 – June 2020

- Managed the company blog, SEO and WordPress publishing, along with landing pages, lead capture and multilingual content.

Lecturer in Digital Marketing

February 2023 – December 2023

Universidad Manuela Beltrán · Colombia · Remote

Taught graduate-level digital marketing in Spanish to more than 100 students across several cohorts.

EDUCATION

PhD, Communication Sciences · Unisinos, 2021 / **MA, Communication** · UFSM, 2017 / **BA, Journalism** · Univates, 2014

EXPERTISE

Regional & International Marketing · Demand Generation · Product Launches · Partner Marketing · Sales Enablement · Marketing Communications · Content Strategy · SEO / AEO · Agency Management

PLATFORMS

HubSpot Marketing Hub (certified) · Google Ads · GA4 · Search Console · Looker Studio · WordPress

LANGUAGES

Portuguese (native) · English (C1, IELTS 7.0 in 2025) · Spanish (C1) · Italian (B1, working toward B2)

I authorise the processing of my personal data in accordance with Regulation (EU) 2016/679 (GDPR).