

Beatriz Cozendei Schettini

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WORK EXPERIENCE

The M Network

Miami, FL

Digital Marketing Specialist & Account Executive

October 2023 - Present

- Developing and executing digital marketing strategies, including content creation, resulting in a 15% increase in social media engagement within seven months.
- Facilitating seamless communication between clients and the internal team by conducting comprehensive meetings to ascertain client requirements, craft advertisements, and provide clear direction to the design team.

Gartner

Miami, FL

Client Success Associate

July 2022 - October 2023

- Collaborated with sales partners to assist and facilitate software sales by providing an in-depth presentation of Gartner's research and tools in Portuguese and English, resulting in over \$1,000,000 in net contract value increase.
- Facilitated collaboration between departments throughout the organization regarding product launch-related training to ensure an integrated, cross-functional approach.
- Awarded the 2023 Global Champion Mindset Award for being a renowned change agent and innovator while providing creative solutions for ongoing challenges.

Client Success Specialist

January 2021 - July 2022

- Discovered key insights and actionable opportunities for 2000+ clients by leveraging a powerful blend of qualitative and quantitative methodologies to optimize outcomes and align customized solutions with each client's unique business objectives, helping them stay ahead of the competition.
- Developed customized onboarding strategies and facilitated successful customer transitions to new products and services, resulting in a 90% increase in product adoption.

LEADERSHIP EXPERIENCE

Gartner

Miami, FL

Mentor Program

October 2021 - October 2023

- Trained and mentored 50+ new associates by building, developing, and maintaining relationships while participating and presenting in team meetings to provide feedback for program development.

EDUCATION

University of Florida, College of Journalism and Communications

Miami, FL

Masters of Arts in Mass Communications, Digital Marketing Strategy

August 2024

- Social Media Management Certificate

University of Florida, Warrington College of Business

Gainesville, FL

Bachelor of Arts in Business Administration, International Studies

- Minors: Economics & International Development and Humanitarian Assistance

SKILLS & INTERESTS

Skills: Content Development, Account Management, Microsoft Office, Google Suites, HubSpot Social Media Marketing Certification, Google Ads Search Certification, Hootsuite, Canva.

Languages: Portuguese (Native) | Spanish (Proficient)