

Beatriz Cozendei Schettini

Miami, FL | [LinkedIn](#) | 786-403-0460 | beatrizschettini@gmail.com | [Portfolio](#)

WORK EXPERIENCE

MSC Cruises

Miami, FL

Digital Marketing Specialist, Contract

August 2024 - April 2025

- Coordinating the production and trafficking of digital creative assets, ensuring timely delivery to digital media partners and alignment with MSC Cruises' promotional strategies.
- Analyzed and reported on the performance of digital marketing campaigns by utilizing platforms like GA4 and Adobe Analytics and generated regular reports, providing stakeholders with transparent insights for informed decision-making regarding campaigns on Meta, Pinterest, TikTok, and Reddit, identifying opportunities to reduce cost while increasing click and conversion volume.
- Oversaw affiliate marketing program, including agency management, publisher recruitment, and paid placements, resulting on an increase in affiliate sales by 15% MoM.
- Reviewed monthly invoices from media partners and processed for timely payment, meticulously auditing against media plans to ensure accurate financial record-keeping and maintain strong partner relationships.

The M Network

Miami, FL

Digital Marketing Specialist & Account Executive

October 2023 - August 2024

- Served as the dedicated Account Executive for multiple accounts, adeptly managing their marketing campaigns and cultivating robust client relationships to ensure sustained satisfaction and program success.
- Developed and executed social media campaigns across Meta and TikTok, including content creation, resulting in an 18% increase in social media engagement within seven months.
- Led the development and execution of comprehensive digital marketing campaigns across Meta, Google, and TikTok, increasing user acquisition by 13% in four months.
- Orchestrated the implementation of a work management software in order to centralize project management and client communications, leveraging features like custom fields and task dependencies to enhance workflow visibility and reduce project delivery times by 25%.

Gartner

Miami, FL

Client Success Associate & Client Success Specialist

January 2021 - October 2023

- Facilitated client acquisition and expansion by collaborating with sales partners, providing comprehensive presentations of complex software solutions in Portuguese and English, directly contributing to over \$1,000,000 in net contract value increase.
- Recognized with the 2023 Global Champion Mindset Award for consistently demonstrating innovative problem-solving and acting as a change agent to overcome complex operational challenges, aligning with the need for identifying innovative solutions.
- 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

Gainesville, FL

Masters of Arts in Mass Communications, Digital Marketing Strategy

- 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

Skills: Microsoft Office, Google Suites, HubSpot Social Media Marketing Certification, Google Ads Search Certification, Hootsuite, Canva, Adobe Premiere Pro. **Languages:** Portuguese (Native) | Spanish (Fluent)