Victoria Scattone Weber

Brazilian, single, 26 years old, 22/08/1995
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Academic Background:

- Graduation: Universidade de São Paulo, Marketing bachelor degree, 2018

Main Qualifications:

- 6 years of marketing experience. Development in the execution of the following areas: Digital Marketing, Stakeholder management, Sales Relationship, Reporting, Events Sponsorship and execution, Strategic planning and Communications.
- Knowledge and abilities on Marketo, Tableau, Salesforce, SAP CRM, Harmony, QlikView, Opal, Sprinklr, SAP Ariba, Adobe Analytics, Allocadia, ON24, SAP Analytics Cloud and Drupal.

Professional background:

SAP Concur – (Mar/20 – now) – Latin America

Position: Regional Digital Marketing Specialist
Main Responsibilities:

- Integration between all digital Marketing tactics in the region (Brazil, LATAM and Mexico) developing and executing along with Global team – Paid Search, Organic Search, Social Media and Website
- Developed a weekly content schedule for Sales team, improving the sales force engagement on Social Media.
- Content and campaign review, localizing global assets and adapting to market reality.
- Led the Client Marketing program for Brazil, supporting the demand generation for Extended Services (add ons) within the Installed Base. Total of 34 opportunities generated with Webinar series, 1:1 benchmark between clients and prospects, roundtables and Drip Campaigns. Total of value won opps was USD35,956.00 with more on going with USD 242.000,00 on pipeline.
- Build nurturing program for new leads, recycle leads and SAP database import. The SAP database import generated USD 284.736,00 in opportunities, with USD46.296,00 Value Won.
- Started and consolidated the SEO program in Brazil during 2020 and 2021,achieving a 98% growth in SEO visits YOY, transforming the organic search as the number #1 source of visits to the brazilian website in August this year.(1.350 keywords ranked between the 2nd and 10th page on Google, having 15 keywords in the 1st position).
- Designed and started SEO program with Rock Content for Mexico and Latin America in March 2021, having achieved so far a growth of 291% of the news center Performance in Mexico, 300% of growth in Colombia and 100% of growth in Chile (visits in the website).
- Partnered with Brazil team to development a new class experience in the Virtual Events, leveraging the SAP Concur Show platform and won the ON24 Audience Engagement Award. The SAP Concur Show platform had so far 6.552 registered people, 3.931 live and on demand participants and drove USD 2.3M in generated pipeline.
- Executed the Gamification platform program during 2020 and 2021, that acquired 591 new contacts to the database, generating USD162,638.00 in opportunities, with USD18.237,00 Closed Won.
- Planned and executed Branded Content campaign with Infomoney that generated 7 opportunities, USD 98.075,00 influenced pipeline and USD 8.625,00 converted pipeline (2020).
- Supported the Partner program for Latin America.

Special Projects:

- **SAP Bro Bono for Economic Equity**
- **SAP Digital Tribe Community**
- **Qualtrics Champion for Latin America**
- **Field Marketing Leadership Program** (1st class)
- **SAP Mentorship Program: Skill based volunteer with ASID**

SAP Brasil – (Dec/19 – May/20)

Position: Social Media Marketing Specialist
Main Responsibilities:

- Delivered content and distribution plan for the Brazilian social media channels (Youtube, Linkedin, Facebook, Twitter, Instagram and WhatsApp).
- Guided and supervised social media agency, giving them company business inputs.
- Analyze and monitored monthly, quarterly and yearly Social Media KPIs to meet the thresholds.
- Engaged with company stakeholders to understand business needs and transport to Social Media content.
- Created a relevant journey and experience to support Social Media conversion leading prospects to the SAP website
- Launched the first Instagram account for Brazil and had the best performance (engagement rate, organically) on Linkedin in Latin America for Brazil

Special Projects:

- **SAP NOW Brasil 2019**

Led the MarComm Workstream for the biggest event of SAP in Brazil (and the second largest event in SAP worldwide). Responsible for the event app, c-level content, e-mail invitations, early talent activities, website content, digital alignment, partnership with associations, supporting internal communications and sales enablement.

- **SAP One Billion Lives**

XPECIAL project inside the 1BLives program was the Latin America Winner. Network build for supporting families with kids that are in the ASD (Autism Spectrum Disorder).

- **University Ambassador and Brand Ambassador for Brazil**

- **Digital Selling Trainer**

Trained several Sales people to start using social media to leverage content about technology and solutions as well as training in the usage of Sales Navigator tool and improving in the SSI (Social Selling Index).

SAP Brasil – (June/18 – Dec/18)

Position: Marketing Excellence Associate
Main Responsibilities:

- Envolvement in pilots innovation to enhance marketing to sales processes (from digital inbound and outbound campaigns, lead qualification, volume and quality KPIs, pipeline evolution and conversion to revenue from SAP and partners).
- Reporting for leads and opportunities
- Adjustment of sales leads and identification of ruptures in the handover process

Special Projects:

- **SAP NOW Brasil 2018**
- **SAP Select 2018**

Responsible for the Digital activities during the event: video production, website content, post event content (e-mail nurture and On Demand Platform)

- **Inside Marketing Fellowship**

SAP Brasil – (Oct/16 – June/18)

Position: Field Marketing – Services, Finance, and IT
Main Responsibilities:

- Supported the implementation of marketing strategies for market audiences (IT, Finance and Consulting), developing and executing physical events, sponsor events and online campaigns for external stakeholders
- Analyzed the sales pipeline to ensure achievement of generation, acceleration and revenue KPIs. Forecasting and predicting quarterly the marketing generated opportunities.
- Relationship with internal stakeholders as Sales and Consultant team to understand and localize the market unit strategies to develop new initiatives, such as: creation and delivery of webinars and virtual Days; creation of Services Microsite; editing, recording and distribution videos for Sales and Consulting Executives; Events, such as breakfasts and roundtables with local customers and prospects; Leads monitoring process as sales handover as well.
- Use of data analysis and propensity model for business insights.

- Developed Customer References cases for the Services area (customers such as Globosat, Farmoquímica, Coca Cola Solar)

Special Projects:

- **SAP Forum Brasil 2017**

Audience Acquisition Support

- **SAP Select Brasil 2017**

Marketing and Communications Support

Languages:

- Fluent English
- Advanced Spanish
- Portuguese Native

Courses:

Certified Digital Marketing Professional - Digital Marketing Institute (2020)
Mídias Sociais: Gestão Eficiente – Belas Artes (2019)
Digital Marketing Completo (Ads, SEO) – Expert Digital (2020)