



Flávia Zerbinato

Multilingual Communication and Marketing Executive

Paris, France

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Languages

English (Fluent)

French (Work Proficiency)

Spanish (Work Proficiency)

Portuguese (Native)

About

I am a passionate and results-driven professional with a solid background in digital strategy, influencer and affiliate marketing, and brand partnerships. Experienced in driving user growth through innovative and data-driven campaigns. Fluent in English, Spanish, French and Portuguese, with a deep understanding of cultural diversity and a passion for creativity and data analysis. Currently pursuing an MBA at IAE Paris Sorbonne Business School.

BRANDS WORKED WITH

Melissa Shoes

Typology Paris

Spark | Influencer Marketing

Meta (Formerly Facebook Inc.)

Cano Estudio

Experience

● Consultant in Marketing and Communication

Melissa Shoes | Oct 2023 - Now

Overseeing paid media strategies for Google and Meta Ads. Managing press relations and influencer programs for France, Spain, Portugal and Italy. Developing partnerships with local partners and publishers. Overseeing launch events Developed affiliate marketing strategies. Social Media management.

● Influencer & Advocacy Marketing Manager - US market

Typology Paris | Aug 2022 - Now

Created seasonal and always-on influencer marketing strategies. Organized Influence and press events Optimized internal processes with data and platform usage. Created and managed influencer programs during Typology's US market expansion - generating a tenfold increase in one year. Developed press relations and affiliate marketing strategies. Fostered SEO optimization through blog tracking and nourishment. Analyzed results and created monthly reports of Influence strategies.

● B2B Partnership Leader - Tech

Spark | Influencer Marketing | Aug 2018 - Jul 2022

Grew the reach of B2B influencer marketing tech platforms. Developed partnerships with events, associations, and spokespersons. Launched new products and an affiliate program to expand B2B partners. Developed outbound email strategies

Influencer Marketing Senior Executive

Oversaw influencer campaigns for Spark franchises and partners across Brazil and Latin America. Supported sales strategies to expand locally. Organized local events for new launches and regional clients.

● Client Relationship Analyst

Meta (Formerly Facebook Inc.) | Mar 2016 - Jul 2018

Presented new Facebook features to major clients. Supported the sales team in launching large campaigns across Latin America. Reported customer feedback to the product team.

Ads Operation Agent

Set up and launched marketing campaigns on Facebook and Instagram for major clients in Latin America. Reported feedback to the Product Team.

● Public Relations Intern

Cano Estudio | Aug 2015 - Dec 2015

Managed social media, assisted in events and press conferences, wrote press releases, and prepared clippings and presentations.



Education & Training

- 2014 - 2015 ● **Laurentian University**
M1 in Communication Studies (Journalism and Political Science),
- 2010 - 2014 ● **Fundação Armando Álvares Penteado**
Bachelor of Arts, Communication
- 2016 ● **Universitat Autònoma de Barcelona**
Postgraduate in Digital Strategy and Creativity,
- 2024 - 2025 ● **IAE BUSINESS SCHOOL - Sorbonne**
Executive MBA Entrepreneuriat,