Vivian Graf

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**Summary**

Professional career developed in marketing/sales/information technology. Diploma in Business Administration from Katherine Gibbs School, Boston, MA. Associate degree in Information Systems from George Brown College, Toronto, Canada. Bachelor degree in Marketing from Mackenzie University (Brazil). Master degree in Business Administration from FGV/EAESP (Brazil). Fluent in Portuguese and Spanish.

SKILLS:

1. SALES/COMMERCIAL NEGOTIATIONS:

Supervising sales teams, establishing commercial and promotional policies, prospecting new clients, analyzing clients’ needs and providing solutions, elaborating commercial proposals, negotiating and closing deals.

2. MARKETING B2B:

Demand generation, new sales opportunities, promotional & new product launch campaigns, online and offline sales campaigns, website and marketing brochures localization, internal/corporate communications, press relations, visual communications, annual marketing budget management, coordination of incentive programs for sales department, contact and negotiation with advertising agencies and printers. Organization of events and exhibitions and participation in sales conventions.

3. DIRECT/DATABASE MARKETING:

Planning and managing direct marketing campaigns (for the national and Latin American markets), call center and tele sales departments, development and implementation of customer loyalty programs.

4. DATA MANAGEMENT/ANALYSIS AND REPORTING:

Expertise in the development and implementation of projects related to data management (aiming sales, profit and customer retention growth) acquired from activities developed in programming using software systems at the start my career and from my experience in planning and structuring databases for direct marketing campaigns and using business intelligence tools for data analysis and reporting.

5. SOFTWARE APPLICATIONS:

MS-Office, MicroStrategy, Salesforce.com, Adobe.

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**Experience**

**COMPRECARE SPECIALTY PHARMACY, Huntington, WV, USA August 2015 - November 2017**

*CompreCare provides specialty pharmacy services and medications, infusion therapies and other services to numerous clients and referral sources in 23 states including West Virginia, Ohio and Kentucky.* [www.comprecarerx.com](http://www.comprecarerx.com)

**Marketing & Sales Manager**

Reporting to CEO, the Marketing responsibilities included developing content and implementation of direct marketing campaigns, content creation for website, creation of email marketing communications, fax marketing, lead generation to support field sales, implementation of Salesforce.com, development of the company's sales prospecting database, business data analysis and reporting using a business intelligence software tool and metrics (MicroStrategy), creating marketing collateral together with graphic designer, purchasing giveaways, event coordination, and monitoring budget and expenses.

Sales responsibilities included lead generation to support field sales, being directly in charge of sales to the WV, KY, Southern OH territory which included overnight trips and sales calls to physicians’ offices, clinics, hospitals and hospices. My region represented 80% of all sales revenues.

**MICROSTRATEGY, INC., Sao Paulo, Brazil December 2006 - October 2014**

*MicroStrategy, Inc. is a provider of*[*business intelligence*](https://en.wikipedia.org/wiki/Business_intelligence)*(BI), mobile*[*software*](https://en.wikipedia.org/wiki/Software)*, and*[*cloud-based services*](https://en.wikipedia.org/wiki/Cloud_computing)*. The company is based in the Washington, D.C. area and has worldwide operations in 27 countries, revenues over US$ 500 million and employees 2,000 workers.* [www.microstrategy.com](http://www.microstrategy.com)

**Field Marketing Manager, Lead Generation**

Reporting directly to Sales VP Latam, in charge of field marketing, generating over 500 leads and over 150 new sales opportunities a year, meeting regional targets for marketing contribution to sales pipeline and supporting increased sales growth on both large and SME accounts.

Responsible for planning, creating, executing and measuring marketing programs and campaigns that drive field productivity, generate demand, advance existing pipeline opportunities and meet field sales objectives.

Development of new product launch and direct marketing campaigns, social media marketing, newsletters, and marketing collaterals, website and marketing brochures localization, while managing regional budget to maximize the ROI on marketing spend.

Organization and execution of roadshows, user´s group meetings and annual symposium. Sponsorship of market´s main tradeshows, managing PR agency to obtain coverage in target publications, database integration and maintenance, development of university´s partnership programs.

**AC CAMARGO CANCER CENTER, Sao Paulo, Brazil October 2005 - December 2006**

*One of the largest oncologic prevention, treatment, teaching and research centers of world, it operates in an integrated and multi-disciplinary basis on cancer prevention, diagnosis and treatment with success rates comparable to those of large world centers.* [www.accamargo.org.br](http://www.accamargo.org.br)

**Marketing Manager**

Responsible for Public Relations, marketing campaigns to patients and health insurance companies, fund raising campaigns, website design and content creation, design of new logo and brand repositioning, internal communications to physicians and staff, development of events to physicians and health plans decision makers, hospital interior signage and main entrance glass art panels design.

**Courses & Conferences**

* Gartner BI Summit - 2014 - Sao Paulo, Brazil
* Gartner BI Summit - 2013 - Sao Paulo, Brazil
* Social Media Brasil - May 2012 - Sao Paulo, Brazil
* Market Intelligence Forum - June 2012 - Sao Paulo, Brazil
* Business Intelligence MicroStrategy World - January 2012 – Miami, USA
* Business Intelligence MicroStrategy World - January 2011 - Las Vegas, USA

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**Languages**

Spanish (Professional working proficiency)

Portuguese (Native)

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**Education**

* **Marshall University, Huntington, WV, USA - Aug 2015 – Dec 2015**

Master of Arts in Journalism, MAJ, Public Relations, Advertising, and Applied Communication

* **Fundacao Getulio Vargas / FGV, Sao Paulo, Brazil - Aug 1998 – May 2000**

Master’s in Business Administration (MBA)

* **Mackenzie University, Sao Paulo, Brazil – Aug 1991 - May1995**

Bachelor’s in Business Administration and Marketing

* **North East Scotland College, Aberdeen, Scotland, UK**

Diploma, Information Systems

* **George Brown College, Toronto, Canada**

Diploma, Computer Programmer Analyst

* **Gibbs College of Boston (Sanford-Brown), Boston, MA, USA**

Associate degree in Business Administration - Managemen[t](http://www.gibbsboston.edu/business-admin_mg.asp), Office Administration

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**Computer**

MS-Office, MicroStrategy, Salesforce.com, Adobe