**Adriana Rocha Lyon-Shaw**

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**SUMMARY:**

I’m a multilingual Head of B2B marketing (national or international) with a focus on e-Commerce and international markets. My last position was Global Head of Marketing where I managed three e-marketplaces within the Oil & Gas, Government and Industrial Machinery sectors and a team of 12 people globally.

I also developed a data-driven decision culture throughout the team bringing the current CPA down by 50% after fully analysing all metrics and channels KPI's. I was solely responsible for the management of the entire database, identifying and removing its flaws, not least 80% duplication.

Previously worked at Alibaba.com where I led their Go-To-Market into Brazil taking the platform from 1.8M to 6.5M users in one year.

**EXPERIENCE:**

Oct 2016 – Nov 2017

**Liquidity Services**

**Surplus asset e-marketplaces (online auction) segmented by industry, from energy to retail, allowing you to reach the most targeted buyers for your surplus.**

**Global Head of Marketing and Auctions**

* Managing the entire marketing function and a team of 12 marketing managers globally ensuring all marketing and auctions activities are delivered on time and on budget, covering a wide range of channels: SEO, SEM, Social Media, CRM & Retention, Brand, PR & Partnerships
* Developed a data driven decision culture throughout the team bringing the current CPA down to 50% and increasing bidder’s rate by 10% after fully analysing all metrics and channel KPI's
* Responsible for three e-marketplaces within the Oil and Gas, Government and Industrial Machinery sectors creating and implementing “The Diamond Email Programme” with an open rate of 46.59% and CTOR of 21%, an increase of 33.5% on company's average
* Sole responsible for the management of the entire database, identifying its flaws and coming up with a solution for the 80% duplication the company encountered
* Ensure tools are best in class, locally adaptable and constantly evolving - Implementation of Machinio, Lead Forensics and Social Listening (Buzzsumo)

Dec 2014 – Jul 2016 (FTC)

**UK Trade & Investment**

**Government department working with businesses based in the United Kingdom to assist their success in international markets, and with overseas investors looking to the UK as an investment destination.**

**Senior Marketing & E-commerce Advisor**

* Co-led the UK government’s e-Exporting Programme aimed at increasing UK exports by £1 Trillion by 2020 by connecting SMBs with international online marketplaces
* Responsible for forming keystone partnerships with leading global marketplaces; Alibaba.com, Ebay, and [1688.com](http://1688.com/), giving UK companies preferential access to key overseas markets
* Advised over 50+ FMCG CEOs of UK SMBs on e-commerce strategies; identifying new market opportunities, creating partnerships, and online marketing strategies (PPC, SEO, social media), increasing each company’s sales projections by up to £12.5M
* Spearheaded the government’s first ever B2B initiative, connecting UK companies with China’s [1688.com](http://1688.com/)

Sep 2011 – Dec 2014 (3 years)

**Alibaba.com**

**Alibaba.com is the leading platform for global wholesale trade serving millions of buyers and suppliers around the world.**

**Marketing & Business Development Manager**

* Led B2B marketing for the high-growth UK and EMEA markets, reporting to Director of Marketing EMEA and successfully delivered several digital marketing campaigns (SEO, PPC, Social Media, e-marketing)
* Created and executed ATL marketing strategies including tradeshows and events, strategic partnerships (REGUS, AXA, UKTI), campaign planning, and media buying (TV, offline, digital)
* Increased active SMB buyers in EMEA on Alibaba.com by 2.5X in 2 years
* Promoted to lead Alibaba’s go-to-market strategies and entry to Brazil; forming high impact partnerships (Visa Brazil, BNDES and SEBRAE) and managing a TV media budget of $1M
* Increased unique visitors in Brazil from 1.5M to 6.2M in first year of launch and setted-up the first governmental partnership between Brazil and Alibaba.com signing an MOU with the ex-president Dilma Rousseff and Correios. This is the highlight of my career so far.

Aug 2010 – Sep 2011 (1 year - Part-time)

**Royal Institute of International Affairs**

**RIIA engages governments, the private sector, civil society and their members in open debate and private discussions about the most significant developments in international affairs.**

**Events Coordinator**

* Managed 100+ high profile events at the Royal Institute
* High stakes environment with attendees including heads of state such as the President of Turkey, President of Somali’s Conference and the Brazilian Ministry of External Relations
* Co-organised 99th year Anniversary Event for 150 dignitaries including H.R.H. The Queen

**PREVIOUS EXPERIENCE:**



**EDUCATION:**

1996 – 2000

**FIAM University, São Paulo**

**BA Journalism**

Included specialisation in marketing, advertising and psychology

**SKILLS:**

* B2B
* Marketing
* Business Development
* Partnerships
* Brand Management
* Marketing Strategy
* Event Management
* Digital Marketing
* Search Engine Optimisation (SEO)
* Pay-per-click (PPC)
* Google Adwords
* Google Analytics - Advanced
* Lead Forensics, Buzzsumo, Machinio
* Photoshop
* HMTL
* Eloqua

**LANGUAGES:**

* Portuguese - Native Fluency
* English - Bilingual Fluency
* Spanish - Basic / Conversational

**INTERESTS:**

* Travelling
* Food and cooking
* Hot Yoga
* High Intensity Interval Training
* Certified Elephant trainer
* GLG Council Member