

DIRECTOR
Professional Summary
Skills

- Clients, Strategic
 - Client
 - Data analysis
 - Designing
 - DSP
 - Direction
 - English
 - Fast
 - Features
 - Financial
 - French
 - Innovation
 - Investments
 - Leadership
 - Marketing
 - Market
 - Media Planning
 - Meetings
 - MS Excel
 - Modeling
 - Next
 - Optimization
- PPC
 - Digital Media Planning
 - DSP
 - Behavioral Targeting
 - Comscore
 - SimilarWeb
 - Kenshoo
 - MS Excel, PPT
 - Agile Marketing
 - Ads, Portuguese
 - Advertising, Presentations
 - Agile, Quality
 - Agency, Quality control
 - Auditing, Reporting
 - Branding, Sales
 - Budget, Bilingual
 - BI, Spanish
 - Capital Markets, Strategy

Work History

Director , 07/2017 to 05/2021

Company Name

- With over 12 years' experience in performance marketing (PPC), Search Engine Marketing, Social, Local and Programmatic media.
- The experience I gained in portfolio management reflects in obtaining the best results for my customers, allocating their investments accordingly for better returns in the digital marketing world.
- I enjoy working in fast-paced environments and find that the dynamism in digital marketing fulfills that completely., Vendor for Microsoft Digital Advertising
- Part of a global team of 8 people all remote.
- Built audience clusters based on behavioral targeting for Brazilian, Mexican, Canadian, and US markets.
- Utilized data analysis tools to optimize performance and improve CTRs.
- Project revenue in Brazil grew from \$50k to over \$500k and grew to over \$3mm in the second year.
- Assisted in quality control for other team members.

Digital Media Solutions Executive Director , 01/2016 to 07/2017

Company Name " City , State

- Led a team of 8 specialists in search, social, mobile, display, programmatic and local ads bringing innovation and new digital opportunities to Blinks, focusing on Branding and Performance.
- Responsible for growing media spend across all channels.
- During this period media spend grew over 100% (+300mm).
- Established procedures and best practices for Digital media planning and execution ensuring efficiency in all stages of the customers' journey.
- Created and established the Blinks Media Mix Modeling.
- Provided strategic insight across many digital channels to the account teams.
- Implemented auditing and technical evaluations to improve quality in campaign execution and optimization.
- Created and delivered training to new hires and weekly training for company employees covering all areas of digital media.
- Built and maintained strong partnerships with media channels providing opportunities to implement betas, first-to-market cases and assist in developing new products.
- Assisted Sales team with data and cases when elaborating presentations for RFPs.
- Provided insights to BI and DevOps for the development of in-house dashboards and media management tool.
- Invited to test the beta for the Facebook Blueprint Certification.
- Coordinated Digital Days for clients.
- Member and partner of senior executive leadership and actively participated in designing the path and direction of the company.
- Awarded Bing Agency of the Year award (September 2017).

Account Director , 01/2014 to 12/2015

- Managed portfolio of largest clients at Blinks including global accounts (+R\$6mm/month) Led a team of 8 analysts that provided media strategy and activation of branding and performance campaigns.

- Clients included Netshoes, ACCOR, AIG and OLX.
- Cross channel reporting, analysis, and weekly wrap-ups with team and clients.
- Oversaw budget allocation and prioritization for campaigns.
- Elaborated campaigns with clients and channel partners to develop first-to-market cases with excellent results and benchmark examples.
- Created best practices such as AB Testing, Black Friday checklists, documenting learnings, creatives analysis.
- Reduced CPL by 300% for one account in less than 6 months.
- Maintained customer's ROI whilst increasing investment from 300k to 600k.
- Tripled lead generation whilst reducing CPL by 150%.
- Invited to become an executive partner at Blinks.

Account Manager , 12/2010 to 12/2013

- Managed portfolio of large and SMB accounts, +- 30 accounts and led a team of 6 analysts.
- Responsible for the strategy and execution of PPC campaigns.
- Defined strategy and KPIs based on client objectives and goals.
- Held monthly meetings with the clients to go over results and next steps.

Behavior Targeting Specialist , 01/2008 to 01/2013

Company Name " City , State

Senior Investment Specialist , 01/1999 to 03/2003

Company Name " City , State

- Managed portfolio of high net worth accounts (+US\$ 1 million) including Latam customers.
- Provided trading assistance in various financial products.
- Reviewed client portfolios advising them on investment solutions conforming to their objectives.
- Educated clients on usage of trading platforms and software.

Equity Trading Liaison , 07/1997 to 01/1999

- Capital Markets & Trading - Operations Liaison between exchanges and account reps resolving trade disputes.
- Reduced risk to firm by resolving disputes in a timely manner mitigating losses.
- Managed downtime operations.
- Led team of 20+ helpers to input trades manually into the system when downtimes occurred.
- Agility and accuracy were key features.

Floor Broker , 01/1995 to 01/1997

Company Name " City , State

- CBOE broker trading stocks such as KO, HON and BAC.
- Executed orders from various brokerage houses, evaluating market volatility and order flow for best executions.

Education

WPP Mini MBA : Business Strategy , 04/2017

B.S : Business Administration , 05/1994

Boston College - City , State

Certifications

CERTIFICATIONS Google AdWords Certified Google Analytics Certified Facebook Certified Planning Professional.

Languages

English Native or Bilingual Portuguese Native or Bilingual Spanish