

## XXXXX XXXXXXXX

[XXXXXXXXX@yahoo.com.br](mailto:XXXXXXXXX@yahoo.com.br)  
+ 55 21 XXXXXXXXXXXXXXXX  
<http://br.linkedin.com/in/XXXXXXXXXXXXX>  
@XXXXXXXXXXXXX (instagram)  
XXXXXXXXX.XXXXXXX (skype)

## SUMMARY

Senior Business Development and Product Management Lead with strong experience in digital strategies at relevant media companies. Results-oriented executive with over 14 years of internet and mobile experience, including a solid grasp of how to build media and digital strategies and position new products in markets. Vast experience with digital marketing, e-commerce, advertising, content monetization, audience & content development, and distribution through key partnerships. Extremely effective in enhancing products through the entire product life cycle. Proven track record managing mid-size and large virtual teams and deals. Passionate about driving the growth of world class digital strategies.

### Expertise

- Experience in structuring and restructuring complex digital/mobile businesses
- Business management of B2C and B2B e-commerce
- Digital marketing campaigns and social media management
- Content monetization: paid content strategies and branded content solutions
- Data, analytics and CRM competencies
- Extensive experience in brand building and media sales
- Product management and mobile/web content distribution strategies
- Analytical and problem-solving skills combined with proven leadership skills to influence, develop and empower employees to achieve objectives through a team approach
- Board Member of the XXXXXXXXXXXXX Association
- Member of the XXXXXXXXXXXXX Committee
- Member of XXXXXXXX and XXXXXXXX committees
- Speaker at events of the media and digital industry

## PROFESSIONAL EXPERIENCE

XXXXXXX - Grupo XXXXXXX

Rio de Janeiro, BR

## **Head of The Digital Business Unit**

Sept, 2011 - Sept, 2015

XXXXXXXX is the largest media group in Latin America. It holds XXXXXXX, one of the biggest newspapers in Latin America, with more than 300k daily print newspapers in circulation and +30MM unique visitors monthly on its digital properties, including a mobile reach.

- Lead and develop the planning and execution of digital products and content monetization strategies
- Manage web and mobile product development focused on digital revenue and the development of premium audiences
- Lead and develop social media strategies from their editorial to their marketing aspects
- Manage Product lifecycles and deep data applications
- Define and manage marketing and communication strategies for digital and print products, such as verticals websites, apps, events, ebooks and special print editions
- Manage key content distribution partnerships through Apple Newsstand and iBookstore, Google Play and Newstand, Amazon and Samsung
- Define and execute an ongoing paywall strategy for web and mobile properties since 2013, answering for a 140% growth in premium digital subscribers
- Lead the branded content team of journalists focused on leveraging sponsored content projects
- Manage the mobile apps portfolio
- Conceive and execute a digital presence at the relevant segmented events - such as the biggest food festival in Brazil organized by XXXXXXX: responsive sites, video content generation, social media approach and native advertising content from sponsors

**XXXXX**

São Paulo, BR

## **Head of Mobile Solutions**

Jan, 2007 - August 2011

- Led mobile business development, product marketing and audience growth strategies in Brazil
- Managed key mobile distribution partnerships with the main Brazilian carriers (TIM, Claro and Vivo), focusing on monetization through co-branded search deals (sponsored links and display)
- Led cross-functional and cross-divisional teams (Sales, Marketing, Legal) to deliver, promote, support and monetize the XXXX mobile consumer sites and services

- Led the internal sales training program on mobile products, audiences, metrics and the new and compelling ad formats, empowering the sales teams to monetize mobile
- Coordinator of the XXX mobile

**XXXX Latam**

São Paulo, BR

**Head of Business Development**

Feb, 2004 - 2006

- Managed a business unit focused on e-commerce verticals: XX Shopping, XX Travel, XX Careers, XX Personals, XX Real State. By the end of 2006, those businesses represented 15% of total revenue
- Responsible for prospecting and managing strategic partnerships with the largest local and regional players in a co-branded business model (Buscapé, [Match.com](http://Match.com) etc)
- Diversified the existing business model with partners based on audience KPIs
- Responsible for driving audience growth and content generation for those verticals

**XXXXXX**

São Paulo, BR

**Consumer Marketing Manager**

May, 2003 - May 2004

- Responsible for the strategy and execution of consumer marketing in Brazil, focusing on audience growth; Increased the awareness, acquisition, adoption and user engagement of XXXXX products and services
- Worked together with product management and business development to develop product releases and grow audiences
- Deployed several product marketing campaigns, including strategies that combined branding, online, offline, social and PR initiatives

**XXXXXX**

São Paulo, BR

**Broadcast Solutions Manager**

Jan 2001 - May 2003

- Sales and management of WebXXXX Solution, a new and innovative business service and e-learning tool for B2B customers based on streaming;
- Live events and e-learning solutions for clients such as Chrysler, Oi, Roche, Embratel, Dell

**XXXXXX**

São Paulo, BR

**Producer and Partnership Coordinator**

Jan 1999 - Jan 2001

- Associate-editor at TV ZZZ, first internet TV in Brazil broadcasting news, shows, sports, and live events
- Business development focused on prospecting new content partnerships
- Drove incremental revenue with video content monetization

**TV XXX**

Video Editor and Content Producer

São Paulo, BR

Jul - Oct 1997

**TV XXXXXXXXX**

Producer and Coordinator of TV shows

São Paulo, BR

Jan - July 1997

**XXXXX Group - XXXXX**

São Paulo, BR

**Business Development Manager and Editor**

Jul 1996 - Jul 1999

- Deployed Canal Rural, a TV channel focused on the agribusiness segment
- Business development manager responsible for key content partnerships
- Content Producer and Editor's Assistant

**XXXX Group - News agency and XXXXX Newspaper Porto Alegre, BR**

- Trainee and journalist

1991 - 1996

**EDUCATION**

Bachelor's degree in Media Studies - PUC - Brazil

MBA in Business Administration and New Business - FGV (Fundação Getúlio Vargas) - São Paulo - Brazil

**OTHER INFORMATION**

- Fluent Portuguese and English, Advanced Spanish and French
- Cultural exchange in Paris - France (1 year)
- Board member of the XXXXXXXXX Association and XXXX committees

- Member of the global associations of Digital magazines/newspapers XXX-XXXX, XXX, XXX
- Spokesperson and panelist at the most relevant mobile industry events in Brazil
- Hobbies: wine tours worldwide, cycling, photography