Contato

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(LinkedIn)
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Principais competências

Product Management
Agile Methodologies
Digital Strategy

Languages

Inglês (Full Professional)
Português (Native or Bilingual)

Certifications

MySQL - Module I
SEO Course
MySQL - Module II

Daniel C Campagnoni Andrade
Product Developer
São Paulo, São Paulo, Brasil

Resumo

I am driven by challenge and knowledge gathering.

My passions are:
1. Understanding/studying the impacts of technology in our global society;
2. Think and define ways to improve technology

Experiência

ConectCar Mobilidade Eletrônica S.A
1 ano 11 meses

Product Manager
dezembro de 2017 - abril de 2019 (1 ano 5 meses)
São Paulo Area, Brazil

I was responsible for the product strategy and the product development of the B2B segment in the company. I had a team of 2 product owners and 1 designer that help me coordinate and implement our vision through 2 multidisciplinary squads. My responsibilities include:
- Hiring and managing the B2B product team (2 Product Owners and 1 Designer);
- Setting the vision and the roadmap for the B2B squads (2 multidisciplinary squads);
- Constantly alignment with the board of Directors to promote the vision and the roadmap of the products;
- Communicate and interact with all stakeholders (Customer Support, Marketing, IT, Sales, Operations) informing about the roadmap, the new features, the product releases and resolving any other doubts they might have;
- Constant developing of product analysis, market analysis and benchmarking analysis to identify new product opportunities;
- Follow up on daily key metrics of the product;
- Constant interaction with the IT team for reaching to the best technical solutions to our user's problems, always trying to optimize value x effort.

Product/ Bussiness Intelligence Specialist

junho de 2017 - novembro de 2017 (6 meses)
São Paulo Area, Brazil

Business Intelligence Specialist:
My responsibilities included
- Creating, managing and implementing the Web Analytics Strategy
- Creating and coordinating the Dev team to implement Web Analytics tool
- Working together with the Product Team to build analysis and presenting them to the board of Directors

Product Specialist:
First I have worked as a PO for the B2C team, helping create the process to structure one of the first squads of the company and implementing a agile culture (faster cycles and faster learning). I also created the B2B squad, that was born after I presented an market analysis defending the importance of that market and the need for the company to focus in this new segment.
My responsibilities were:
- Writing the specifications of user stories (business rules/ acceptance criteria/ tracking and more)
- Present the user stories to the development team and follow up the process to ensure that the delivery meet my specifications;
- Communicate the stakeholders about the details of the user stories;
- Building of product analysis based on our product analytics tool;
- Helping with the implementations of the agile culture in the company;

PSafe Tecnologia S/A
1 ano 6 meses

Product Manager
junho de 2016 - junho de 2017 (1 ano 1 mês)
Rio de Janeiro e Região, Brasil

I was responsible for the product development of PSafe Total/ DFNDR android app. I used to coordinate all the necessary to ensure that the product is heading to the strategical path needed. The product used to have about 18 - 20 million monthly active users and the company was present in Brazil, United States and Mexico. My responsibilities included:
- Managing the product roadmap considering the company business objectives and the product vision and mission;
- Managing the product backlog considering value delivering to our users, development effort and financial returns;

- Leading a cross-function team of 2 Product Owners, 1 Product Intelligence Analyst and 3 Designers to deliver new features and product improvements;
- Leading a cross-function team of 2 Product Owners, 1 Product Intelligence Analyst and 3 Designers to deliver new features and product improvements;
- Communicate and interact with all stakeholders (Customer Support, Marketing, IT, Sales, Operations) informing about the roadmap, the new features, the product releases and resolving any other doubts they might have;
- Constant developing of product analysis, market analysis and benchmarking analysis to identify new product opportunities;
- Follow up on daily key metrics of the product (DEU, DAU, Impressions, Revenue, Payback, Retention);
- Constant interaction with the IT team for reaching to the best technical solutions to our user's problems, always trying to optimize value x effort.

Product Owner
janeiro de 2016 - junho de 2016 (6 meses)
Rio de Janeiro e Região, Brasil

I was part of PSafe Total team and my challenge was to understand the PM Priorities/Roadmap and work with the team to deliver what was defined by the PM according to the time-box. My responsibilities were:
- Writing the specifications of user stories (business rules/ acceptance criteria/ tracking and more)
- Present the user stories to the development team and follow up the process to ensure that the delivery meet my specifications;
- Brief and work with the designers to find best solutions;
- Communicate the stakeholders about the details of the user stories;
- Building of product analysis based on our product analytics tool;
- Support the PM with business analysis about the product (DAU, DEU, Impressions, Revenue, Payback, Retention).

WebMotors
2 anos 3 meses

Leader of Product Intelligence (Senior Analyst)
julho de 2015 - janeiro de 2016 (7 meses)
São Paulo e Região, Brasil

I had all the previous position responsibilities and have accumulated the following:
- Leading the advertising products
- Leading a multidisciplinary team with design, development and QA to deliver quick projects with large returns

- Led the initial transition from the Google Analytics Free to the Adobe Analytics tool

Leader of Product Intelligence (Analyst)
julho de 2014 - julho de 2015 (1 ano 1 mês)
São Paulo

I designed the Product Intelligence team and I was responsible for building it. For that I hired new people, implemented new processes and defined our mission, vision and goals. The team had four major pillars: Insights & Analytics, SEO, Programmatic Media and Data Products.
- Leading a team of 3 analyst (2 Product Data and 1 SEO Analyst)
- SEO: Defining the goals and the strategy, and coordinating the implementation of our SEO efforts across three websites (webmotos.com.br, meucarango.com.br and compreauto.com.br) with one analyst and a agency;
- Programatic Media: Built and presented the business case to bring the programmatic media approach to WebMotors, defined the strategy, goals and vision of the project, led the process for determining which tools we would use (SSP, DMP, AdServer Integration) , defined the process for the programatic media operations together with the sales team. By the time I left the the company the project was already with at least 3 times it's inicial monthly revenue;
- Insights & Analytics: Coordinating the tracking implementation and homologation of our analytics tool, the construction of reports and analysis used by the whole product team, building a monthly analysis about the products and presenting that to the company Officers and the CEO
- Data Products: Understanding how the WebMotors could leverage all it's data and build a product totally focused in delivering good information for our seller, so they could sell their cars more smartly.

Product Analyst
novembro de 2013 - setembro de 2014 (11 meses)
São Paulo e Região, Brasil

I was part of the Classifieds Team for Individuals and my responsibilities were:
- Work together with Leader of the Classified Team to help prioritize the backlog and keep the product development framework running
- Work together with designers to define the best solution to our users
- Research with our users to understand what were the pain points and what could be improved in the product
- Follow up and build KPI analysis of the product
- Build and present market analysis

Predicta

1 ano 4 meses

Business Intelligence Analyst

setembro de 2013 - outubro de 2013 (2 meses)

São Paulo e Região, Brasil

I had all of my previous responsibilities but I was more focused in Digital Media Analysis (CPC, CPM, Connect Rate, CPA). Our clients were: Volkswagen, NET, Visa, MAN, Mattel and others.

Junior Web Intelligence Analyst

julho de 2012 - setembro de 2013 (1 ano 3 meses)

São Paulo e Região, Brasil

My responsibilities were:
- Developing web intelligence analysis focused on content site
- Developing web intelligence analysis focused on e-commerce sites
- Developing analysis focused on media performance
- Dashboard developing focused on monthly and weekly follow-ups
- Defining KPIs to follow up weekly and monthly
- Assisting in the Google Analytics tagging process
- Make recommendations of digital strategies focused on performance
- Assisting in the management of media segmentation tools
- Assisting in the management of retargeting tool
- Always focused on optimization of investments

Gauge

4 meses

Business Intelligence

abril de 2012 - julho de 2012 (4 meses)

São Paulo e Região, Brasil

I was part of the Social Media analysis team and most of my work was for the following brands: Budweiser, Skol, Stella Artois, Boehmia (AmBev). My responsibilities were:
- Build weekly analysis about the Brand Performance in all Social Medias (Mostly Facebook and Twitter)
- Build weekly analysis about the Brands website performance

Business Intelligence Intern

abril de 2012 - junho de 2012 (3 meses)

Universal Pictures Brasil

Marketing Intern
abril de 2011 - janeiro de 2012 (10 meses)

My responsibilities were:

- Approving new labels

- Doing market analysis

- Approving new press releases

- Estimating suppliers costs and making the payments

- Approving point of sale marketing materials

- Helping in the development of new products

- Helping in the development of marketing plans

- Dealing with our agency for the creation of marketing materials and press releases

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Formação acadêmica

RED Academy
Web Developer Professional, Coding · (2019 - 2020)

Escola Superior de Propaganda e Marketing
Bachelor of Business Administration (B.B.A.), Business Administration with focus on Marketing · (2009 - 2013)

Escola Vera Cruz
High school

Escola de Design Thinking