

# Maria Cunha

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## SUMMARY

Seasoned Product Marketing Director with over a decade of experience in the advertising technology sector, specializing in driving revenue growth and Go-To-Market strategies, backed by a unique blend of coding and marketing expertise.

## PROFESSIONAL HISTORY

### IPG Mediabrands

#### April 2022 - Present

Director, Product Marketing

- Repositioned Mediabrands' product suite, consolidating 160 applications across four agencies into one portfolio, contributing to a \$1.4B new business acquisition.
- Partnered with cross-functional teams to highlight proprietary AI products through impactful digital marketing assets, including landing pages, white papers, and email campaigns.
- Procured \$2.5MM in development funds from industry leaders like Google and Meta for innovative solution deployment.
- Launched a product-centric monthly newsletter for a global audience of over 3,000 subscribers.
- Developed and maintained a centralized product resource library, facilitating access to over 60 promotional and enablement materials.

### Publicis Media

#### August 2015 - March 2022

Director, Product Marketing (Promoted from Associate Director, Product Marketing, October 2021)

- Acted as the primary customer resource for Publicis Media's media buying, data governance, and reporting products, ensuring efficient deployment across 80+ clients including Samsung, Disney, GSK, Stellantis, Dunkin', and Ralph Lauren.
- Hosted monthly stakeholder presentations alongside Product Manager, gathering customer feedback to drive product enhancements.
- Established a Product Marketing internship program to foster career growth.

Associate Director, Product Marketing (Promoted from Product Marketing Manager, February 2020)

- Spearheaded a global product migration of 2,130 users, overseeing communication and customer enablement.
- Created a self-serve educational program, onboarding 1,085 customers and saving 130 training hours.
- Introduced the Marketing Operations role, optimizing direct report capabilities and aligning with business objectives.

Product Marketing Manager (Transitioned from Manager, Media Technology Strategies, October 2017)

- Conducted thorough industry and competitive research, informing persona creation and messaging.
- Created comprehensive content to bolster product positioning and usage, including presentations, one-sheets, case studies, user guides, product FAQs, tutorial videos, sales battle cards, and release notes.
- Guaranteed 24/7 customer support by training offshore teams in product troubleshooting.

Manager, Media Technology Strategies (Promoted from Senior Analyst, Media Technology Strategies, May 2016)

- Led a channel expansion project, resulting in a \$30MM digital out-of-home ad spend in 2021.
- Assessed third-party advertising technology and provided agency consultative guidance for optimal decision-making.
- Educated agency teams on emerging media trends, such as advanced TV, via interactive webinars.

Senior Analyst, Media Technology Strategies

- Managed relationships with third-party partners, keeping agency teams updated about solution enhancements.
- Simplified numerous complex offerings into 6 easy-to-understand, industry-specific solutions.
- Authored 25 presentations, 10 white-papers, and 10 competitive comparisons on key advertising topics, including viewability verification, ad fraud prevention, cross-device targeting, and mobile location data, for Publicis Media's agency-wide knowledge sharing platform.

**Leapfrog Online** (Acquired by Dentsu Aegis Network in April 2017)

**November 2014 - August 2015**

Senior Account Specialist

- Expanded client's yearly advertising budget to \$16MM by launching campaigns across 6 new media channels.
- Met quarterly client objectives by leveraging Google Display Network to execute 19 hyperlocal digital media plans and traffic 400+ display, mobile, and video placements.
- Performed as the programmatic expert, translating technical concepts for clients and colleagues.

**Conversant** (Acquired by Epsilon in December 2014)

**July 2012 - November 2014**

Client Development Specialist

- Generated \$2.5MM in annual revenue by delivering positive business outcomes for key B2C and B2B accounts.
- Interpreted daily and weekly reports to track and articulate the performance of data-driven campaigns.
- Championed educational initiatives on Conversant's social advertising capabilities for the sales team.

**Winestyr**

**September 2011 - July 2012**

Marketing Associate

- Played a crucial role in the successful startup launch of Winestyr, resulting in a 50% increase in initial membership.
- Managed media relations and publicity, enhancing brand visibility through effective press release distribution.
- Cultivated and maintained a strong social media presence, increasing organic follower count by 75%.

## **VOLUNTEER HISTORY**

**Women's Storybook Project**

**October 2022 - Present**

- Designed Instagram posts to promote the non-profit's mission of connecting incarcerated mothers with their children through reading.
- Managed donor and volunteer contact lists, running targeted email campaigns with an average 62% open rate and 6% click rate.
- Coordinated monthly book club events for volunteers, including securing authors for presentations.

## **EDUCATIONAL HISTORY**

**DePaul University**

**September 2016 - April 2019**

MBA, Concentrations in Marketing and Management | GPA 3.5/4.0

**September 2008 - June 2012**

BS, Journalism & BS, Public Relations and Advertising | GPA 3.8/4.0

## **CERTIFICATIONS**

**University of Wisconsin Madison** (in partnership with edX)

Coding Bootcamp Certification

**Pragmatic Marketing**

Foundations, Launch, & Market Certifications

## **SKILLS**

**Digital Marketing & Advertising:** Appcues, Constant Contact, Google Campaign Manager 360, Google Display & Video 360, Heap, HubSpot, Mailchimp, Pardot, Salesforce CRM, Salesforce Marketing Cloud, Unbounce

**Content Creation & Design:** Camtasia, Canva, Wix, WordPress

**Project & Task Management:** Asana, Confluence, Jira

**Front-End Proficiencies:** HTML, CSS, JavaScript, jQuery, Responsive Web Design, React.js, Bootstrap

**Back-End Proficiencies:** APIs, Node.js, Express.js, MySQL, Sequelize.js, MongoDB, Mongoose, REST APIs, GraphQL

**Language:** English (native), Portuguese (limited working proficiency)