

# Caio Monteiro

## Account Executive



São Paulo, SP, Brazil



+5511996639495



caiorangelmonteiro@gmail.com

## Introduction

Versatile media and advertising professional with over 15 years of experience spanning agency, media company, and platform environments. Proven track record in digital marketing, brand partnerships, and strategic account management. Expertise in driving business growth, developing innovative advertising solutions, and building strong client relationships across major platforms and agencies. Skilled in leveraging data-driven insights to inform go-to-market strategies and exceed client expectations.



## Skills

- Grow customers business through media solutions
- Development of strategic digital media plans, considering search, display, and social media advertising
- Developing media ecosystem within sector
- Measurement data through client KPI
- Knowledge to work in different scenarios and stakeholders



## Professional Background

2023-02 – Current

### Client Partner (Account Executive)

*Spotify, São Paulo, SP*

- Drive Spotify's advertising business growth in Brazil by acquiring new advertisers and nurturing relationships with key accounts and agencies.
- Provide strategic recommendations on Spotify's ad products (Audio, Display, Video, and Podcast) to achieve clients' marketing objectives and KPIs.
- Develop innovative and customized advertising solutions addressing clients' specific needs and challenges.
- Play a key role in expanding Spotify's market share in the Brazilian advertising landscape.
- Monitor market trends and client feedback to inform go-to-market strategy and product roadmap.

2021-06 – 2023-01

Account Executive

Globo, São Paulo, SP

- Deep dive into advertiser's business and communication strategy with the purpose to connect solutions for business growth
- Build business by identifying and selling prospects, and maintaining relationships with clients, C-Levels, and ad agencies.
- Sells products by establishing contact and developing relationships with prospects and established customers, recommending solutions.
- Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
- Growth customers business connecting the best media solutions

2020-08 – 2021-05

Media Ad Formats Strategy

Globo, São Paulo, SP

2014-12 – 2020-08

Media Projects Development

Globo, São Paulo, SP

2013-11 - 2014-12

Account Manager

Globo, São Paulo, SP

2011-09 - 2013-11

Digital Media Supervisor

CUBOCC, São Paulo, SP

2011-01 - 2011-09

Digital Media Assistant

Ogilvy, São Paulo, SP

2009-12 - 2010-12

Digital Media Intern

Ogilvy, São Paulo, SP



Education

2020-03 – 2022-03

MBA: Business Management And Market Intelligence

Saint Paul - Business School - São Paulo

2008-01 - 2011-12

Bachelor of Advertising: Advertising

Faculdade Cásper Líbero - São Paulo



Languages

Portuguese

English





## Certifications

- Data Science Academy - Artificial Intelligence
- Data Science Academy - Big Data
- Agile
- Cambridge Assessment English – B1 (Grade A) – studying for the next assessment
- FGV - Sales