

Isabelle Bonfim

Media and Business
Intelligence Manager

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Resume

Professional with 9 years of experience driving profitability for major advertisers. Strong background in team leadership, media strategy development, and business intelligence. Specialized in transforming data into strategic insights, managing digital and offline operations, and leading negotiations with partners. With an analytical mindset and a results-driven approach, I help brands grow in digital environments and make informed strategic decisions.

Experience

Africa / Business Intelligence Manager

NOV 2023/JAN 2024

Responsible for the Itaú account, reporting data with a focus on course corrections in online and offline media, as well as managing a team of account supervisors and analysts.

Wieden + Kennedy / Media Manager

JAN 2023/SEP 2023

Managed Nubank's online and offline media campaigns, overseeing the team of account supervisors and coordinators.

Wieden + Kennedy / Media Supervisor

JUN 2022/JAN 2023

Supervised Nubank's online and offline media campaigns, supporting the account manager and overseeing the team of supervisors and coordinators.

Ampfy / Media Supervisor

JUL 2021/ MAY DE 2022

Supervised a portfolio of performance accounts, including Melitta and Azeites Andorinha (e-commerce). Also led awareness campaigns for brands such as Atto, Risqué, Bozzano (Coty Group), and Melitta.

Creditas / Digital Marketing Pleno

SEP 2020/ JUL 2021

Managed paid media performance and other B2C result-driven channels. Monitored and analyzed the pipeline and oversaw the media agency responsible for paid media operations.

Education

FAE PR/ Postgraduate Degree in Business Planning and Management

April 2017 – April 2018 | Curitiba, PR

PUC PR/ Bachelor's Degree in Social Communication | Advertising and Marketing

January 2013 – January 2017 | Curitiba, PR