



## PROFILE

Highly motivated and results-oriented digital marketing professional with 10+ years of experience, specializing in retail media and programmatic advertising.

Proven ability to develop and execute successful media campaigns, with a strong focus on customer engagement, advanced analytics, and delivering innovative solutions to meet business goals.

Expertise in Amazon DSP/Ads, DV360, and various retail media platforms. Passionate about driving client success and contributing to a dynamic and forward-thinking advertising agency.

## CONTACT

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## KEY SKILLS

Retail Media  
Programmatic Advertising  
Amazon DSP/Ads  
DV360  
Campaign Optimization  
Customer Engagement  
Advanced Analytics  
Strategic Planning  
Client Relationship Management

# BRUNO NOGUEIRA

Retail Media Specialist

## EXPERIENCE

### Agência Aureon Programmatic Retail Media Manager

(March 2024 - Present)

pearheaded programmatic and retail media campaigns, focusing on strategic planning, customer engagement, and advanced analytics.  
Drove client success by delivering innovative solutions and exceeding business goals.  
Proficient in Amazon DSP/Ads, DV360, and other programmatic platforms.

### One Station Media Programmatic Operations Manager

(February 2024 - Present)

Programmatic Operations Manager (February 2024 - Present)

Managed programmatic operations, curated deals, and navigated media inventories to meet the dynamic needs of major clients.

Leveraged expertise in programmatic advertising to optimize campaign performance and drive results.

Collaborated with internal and external stakeholders to ensure successful campaign execution.

### NeoPerformance Programmatic Media Coordinator

(April 2023 - March 2024)

Planned and implemented programmatic media campaigns, including retail media initiatives.

Conducted in-depth analysis and monitoring to optimize campaign performance and deliver client satisfaction.

Client: L'Oréal

### IPG – Matterkind Programmatic Media Coordinator

(June 2022 - April 2023)

Coordinated two analysts and structured, set up, and optimized programmatic campaigns. Supported a team and collaborated with managers to transform results and presentations, providing clients with clear knowledge of investment impact.

Clients: Amazon Sellers, Amazon XCM, Amazon Prime Video, Energizer, ArmorAll, Mattel, Rayovac, Western Union, Spotify.

### Cognizant | Google - Programmatic Account Strategist (DV-360) LATAM - EMEA

(November 2021 - June 2022)

Served as a junior analyst in the DV360 team for the LATAM EMEA market, focusing on optimizations and recommendations as a Google vendor.

Clients: Liverpool, Mc Donalds, Credicorp, Citibank Panamex, Nestle, Nespresso, Skoda, Mondelez, Volkswagen, Audi.

## Education

Universidad Austral, - Postgraduate in Programmatic Media Buying (May 2022 - Feb 2023)

University Anhembi Morumbi MBA Strategyc Marketing (2019 - 2020)

University of São Paulo Customer Development (external course) (2017 - 2017)

São Paulo Digital School – Web Analytics 3.0 / Programmatic (Jan 2016 - Jun 2016)

English (Professional Working Proficiency)

Spanish (Full Professional Proficiency)