

Arthur Henrique Rossi

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Professional Summary

Experienced professional in **strategic planning** and **digital marketing campaign management**, with strong skills in data analysis, team leadership, and the development of strategies to maximize results and sustainable growth. Expertise in programmatic media optimization and **budget planning**, with a proven track record of ROI improvement and profit increase. Seeking an opportunity to leverage my skills in a strategic role and contribute to the long-term success of an organization.

Professional Experience

iDigital - São Paulo

Senior Programmatic Specialist

2022 - 01/2023

- Managed campaigns and strategic budget control.
- Developed **Budget Plans** and performance reports.
- Implemented daily optimization strategies to maximize ROI.
- Created dashboards in **Data Studio** for account monitoring.
- Accounts: Bradesco, Unikrn.

Alright - São Paulo

Senior Media Analyst (Team Lead)

2022 - 06/2022

- Led a team and managed budgets for high-impact campaigns.
- Conducted strategic meetings with stakeholders for media planning and performance optimization.
- Accounts: Big Maxxi Atacados, Paramount, Obvious, Cibra, GM.

Cybba - São Paulo

Opec Manager

05/2021 - 02/2022

- Led a team focused on campaign optimization and performance analysis.
- Increased **profit by 18%** in 5 months through media strategy adjustments.
- Accounts: Various.

Ad3Plus - São Paulo

Account Strategist

07/2020 - 05/2021

- Developed **digital media plans** focused on results, increasing client ROI.
- Accounts: Senac PR, Votorantim, Sesc PR.

Entrega Já - São Paulo

Marketing Supervisor / Growth

02/2019 - 04/2020

- Managed digital campaigns, focusing on market analysis and growth.
- Achieved **433% growth** in 7 months by leading growth marketing initiatives.

SBT - São Paulo

New Media (Freelancer)

09/2018 - 12/2018

- Created and optimized **Google Ads** campaigns.
- Accounts: Bunge, Mattel, Cacau Show.

Fitmedia - São Paulo

Account Executive

08/2017 - 02/2018

- Prospected and developed new strategic partnerships and accounts.
- Accounts: Fleury, AutoStar.

Grupo RAI - São Paulo

Account Strategist

05/2017 - 07/2017

- Developed strategic **digital media plans** for client growth.
- Accounts: CI Intercâmbio, Usaflex, Caedu, Copenhagen.

Google / Ttec - São Paulo

Account Executive / Team Leader

02/2016 - 02/2017

- Led a team in prospecting and managing large **Google AdWords** accounts.
- Accounts: Amil, Grupo Somos.

Education

Faculdade Oswaldo Cruz - São Paulo

Bachelor's in Advertising and Publicity

02/2002 - 12/2005

Anhembi Morumbi University - São Paulo

Corporate Communication

02/2008 - 08/2009

São Paulo Digital School - São Paulo

Social Media Marketing Strategy

06/2013

Chamma Coaching - São Paulo

Leadership Course

02/2016

Tranning Education School - São Paulo

HTML + CSS Course

01/2020

Skills

- **Digital Marketing:** Campaign management (Google Ads, Social Ads, Programmatic Media).
- **Analytics Tools:** Data Studio, Google Analytics, CRM (PipeDrive, Sales Force).
- **Design:** Photoshop, CorelDraw, Illustrator.
- **Leadership & Strategy:** Media planning, team management, and Budget Plan creation.
- **Languages:** English (Fluent), Spanish (Basic).

Areas of Interest

- Strategic Planning
- Communication and Marketing
- Media Analysis and Content Production
- Growth and Business Development