
Expert in Campaign Execution, Process Optimization, and Cross-Functional Collaboration | 8+ Years in Digital Advertising and Ad Tech

Transforming complex challenges into scalable solutions while driving operational excellence and revenue growth. Specialized in managing large-scale campaigns, product adoption, and workflow optimization to deliver impactful results.

EXPERIENCE

Client Solutions Manager | TikTok

JAN/2025 – PRESENT

- Transitioned to a client-facing role, leveraging expertise in Ad Operations to provide strategic insights, optimize campaigns, and drive product adoption.
- Act as a strategic partner to advertisers, managing auction-based ad campaigns and providing data-driven insights to optimize performance and revenue.
- Partner with cross-functional teams to drive product adoption and troubleshoot campaign challenges, ensuring alignment with client objectives.

Ad Operations Specialist | TikTok

OCT/2021 – JAN/2025

- Led the end-to-end reservation campaign process across LATAM, managing 2,000+ premium branding campaigns and generating USD 50M+ in revenue.
- Implemented automated workflows, optimizing campaign execution time and increasing efficiency across teams.
- Played a key role in launching innovative ad formats, expanding premium ad inventory and driving scalability across LATAM.
- Created comprehensive process documentation, including onboarding materials, product guidelines, and best practices, standardizing operations across LATAM.
- Delivered training programs for internal teams and external stakeholders, fostering seamless product adoption and operational alignment.
- Collaborated with cross-functional teams, including Product, Sales, and Engineering, to troubleshoot campaign escalations and refine Go-To-Market strategies.

Ad Operations | UOL

JUL/2020 – OCT/2021

- Managed and optimized digital advertising campaigns across UOL's media platforms, ensuring flawless execution and performance improvement.
- Specialized in Google Ad Manager (DFP), Xandr, Magnite, and Dynad, supporting programmatic and direct campaigns.
- Provided technical support and configured ad placements to meet creative specifications and performance goals.

Client Solutions Manager | In Loco

AUG/2019 – JUL/2020

- Implemented and optimized programmatic campaigns in the Xandr system, including Store Visits (CPV), ensuring seamless execution and technical accuracy.
- Strengthened client relationships through post-campaign reviews and strategic recommendations, driving upsell and cross-sell opportunities.
- Collaborated with product, insights, and sales teams to enhance campaign performance and deliver data-driven solutions for clients across multiple sectors.

Ad Operations | ESPN

JAN/2018 – AUG/2019

- Managed digital advertising campaigns for ESPN's platforms, optimizing inventory on Google DFP, FreeWheel, and Operative One.
- Partnered with cross-functional teams to streamline workflows and enhance campaign performance.
- Delivered performance analytics to clients, identifying optimization opportunities and driving impactful results.

Account Manager – Team Lead | StarShine

JUN/2016 – JAN/2018

- Led a team of 10 professionals, including designers and interns, overseeing the successful delivery of projects for a portfolio of 40+ agency clients.
- Managed key accounts and international clients, ensuring clear communication, alignment with client objectives, and high levels of satisfaction.
- Conducted creative quality assurance, reviewing layouts, briefings, and deliverables to uphold internal and client quality standards.
- Streamlined workflows and optimized resource allocation, improving efficiency and ensuring timely project completion.
- Fostered collaboration across teams to deliver high-impact advertising solutions tailored to diverse client needs.

EDUCATION

Digital Product Management | FIAP

JAN/2025 – PRESENT (Postgraduate Diploma)

Developing expertise in product lifecycle management, agile methodologies, and data-driven decision-making to optimize digital product strategies.

Bachelor of Business Administration | FMU

JAN/2016 – DEC/2019

Merit-based full-ride scholarship.

SKILLS

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| * Portuguese (native) | * Ad Operations | * Data-Driven Decision Making |
| * English (fluent) | Management | * Tooling Implementation |
| * Spanish (fluent) | * Process Optimization | * Campaign Monitoring |
| | * Project Management | |
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