

MARIO VICTOR MARQUES PEREIRA

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PROFILE

Graduated in Business Administration with over fourteen years of experience in sales, customer service, operations, training, people management, customer & user experience.

Skilled in developing and implementing effective operations tailored to target specific audiences, maximizing ROI through data-driven strategies with proven-records at analyzing metrics and trends to generate actionable insights that drive growth. Collaborative leader adept at aligning diverse stakeholders to achieve business objectives.

Experienced in leveraging unique features and trends to create engaging content that resonates with users driving sales and enhancing brand visibility.

EDUCATION

FIAP

Marketing Digital & Data Science

2022 - 2023

FMU - Faculdades Metropolitanas Unidas

Business Administration

2010 - 2014

CERTIFICATES

Leadership Communications - FIAP On (2024)

Business Intelligence - FIAP On (2024)

Customer Experience Management - FIAP On (2023)

User Experience - FIAP On (2023)

Big Data & Analytics - FIAP On (2021)

Digital Marketing - EBAC (2020)

Business English - European College of Management - ECM, Dublin (2012)

SKILLS

- **Operational Management:** Expertise in developing and supervising workflows, managing team performance, and ensuring compliance with service standards.
- **TikTok Marketing Expertise:** Over 2 years of experience managing TikTok Ads campaigns, understanding auction dynamics, and implementing best practices for scaling campaigns profitably.
- **Campaign Management:** Demonstrated ability to oversee advertising campaigns across multiple platforms including TikTok, Google Ads, Meta Ads. Proficient in analyzing advertising performance data (ROAS, CPA, CPL, CTR, CPC) to optimize creators campaigns for improved results.
- **Strategic Development:** Skilled in designing marketing strategies that align with business objectives and drive customer acquisition through effective affiliate program.
- **Creator Relationship Management:** Strong ability to build and maintain relationships with clients and brands while ensuring their involvement in TikTok Shop campaigns and Meta ads for SMB.
- **Data Analysis:** Expertise in monitoring KPIs, collaborating closely with multiple stakehold teams to align marketing efforts with sales targets.
- **SEO Expertise:** Proficient in optimizing website content for search engines to improve organic visibility and drive traffic.
- **PPC Campaign Management:** Extensive experience in creating, managing, and optimizing Pay-Per-Click campaigns on Google Ads and Meta Ads platforms to achieve targeted KPIs.
- **Client Relationship Management:** Strong ability to build and maintain relationships with clients and brands while ensuring their growth: Hubspot, Zendesk.
- **Project Management Software:** Asana, ClickUp.

PROFESSIONAL EXPERIENCE

01/2024 - Current • **Wingz Media**

Main Functions: **Partnership Account Manager**

- Developed and maintained high-performance operational workflows (SOPs, business plans), enhancing team efficiency in creator support and social media engagement in multiple campaigns.
- Managed a team responsible for troubleshooting customer inquiries, ensuring timely and effective resolutions in line with company service standards, tickets, payments, monetization and integrity of brands and creators.
- Analyzed campaign performance metrics to provide actionable recommendations for optimizing influencer partnerships, focusing on key KPIs such as ROAS and CPA.
- Well-versed in digital and affiliates metrics in order to present compelling, data-driven performance recaps and reviews to the partners, as well as successfully craft recommendations of key opportunities for the brand to further leverage on their social media.
- Responsible for end-to-end operation success for growth services purposes (pitching, onboarding, growth and retention).
- Created engaging content for social media platforms that resonated with target audiences, driving user engagement and brand loyalty with Meta Ads, Google Ads, Tiktok Ads and Tiktok Shop.
- Identified and onboarded new influencers and content creators, enhancing brand visibility through tailored marketing campaigns.
- Lead initiatives to discover and recruit influencers who resonate with strategic objectives, enhancing brand presence online.
- Executed media test plans to measure the impact of influencer campaigns against business objectives, utilizing data analysis for performance enhancement.
- Trained teams on best practices for leveraging influencer relationships to improve customer experience and drive sales.
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02/2021 - 12/2024 • **Bytedance (TikTok)**

Main Functions: **Quality Assurance Operations Team Lead**

- Led a team of 15 analysts, focusing on performance management and quality assurance in livestream and short video operations.
- Implemented training programs to ensure staff remained updated on company policies and regulatory requirements.
- Collaborated with cross-functional teams to monitor and improve service delivery, utilizing data analysis to drive operational enhancements.
- Led projects in Brazil focused on discovering new trends, analyzing creator content, and assessing creator rates, copyright issues, iGaming, sports betting and e-commerce partnerships. Leveraged data-driven insights to improve advertising offerings.
- Proficient in management ban/unban campaigns, setting campaign performance data to offer clients data-driven insights and at the same time, use those insights to improve our advertising offerings accordingly with platform risk and monetization integrity.
- Conduct data analysis and prepare reports on team's performance; Setting clear team goals and oversee daily operations to ensure work quality, such as: ROI, ROAS, CPA, Churn, Revenue, Accuracy, CPC, Retention and Sample.
- Managed the planning and execution of social media campaigns aimed at increasing brand awareness and driving conversions
- Conducted comprehensive data analysis using tools like Power BI to evaluate influencer campaign effectiveness, driving continuous improvement in marketing strategies.

10/2019 - 01/2021 • **Meta (Outsourced by Wipro)**

Main Duties: **SMB Quality Ads Evaluator**

- Oversaw the quality metrics of operations, investigating escalations to identify root causes and implementing corrective measures.
- Conducted regular business reviews and collaborated with internal departments to enhance operational processes and customer experience.
- Delivered exceptional service to clients throughout the sales funnel, prioritizing customer satisfaction and operational excellence.
- Drive education on product, company updates and share company best practices as relevant to client or agencies' business;
- Ensure that the operation's quality metrics are met according to the client's parameters by investigate escalations to identify the root cause and act on corrective measures on the platform and suggest creative ways of solutions ideas for the operations in LATAM.
- Executed media test plans to measure the impact of campaigns against business objectives while optimizing ad performance through data analysis.
- Analyzed creative performance to inform strategic next steps for campaign evolution.

FORMER POSITIONS

08/2013 - 01/2019 • **American Airlines**

Main Duties: **Sales, Service and Support Market Specialist**

06/2012 - 06/2013 • **Atos**

Job Role: **Inside Sales**

10/2010 - 11/2012 • **Latam Airlines**

Main Duties: **Sales Representative**