



# LAIS DOMICIANO

## SOFTWARE ENGINEER

### PROFILE

Highly experienced and data-driven professional with a strong background in data analysis. My career has been marked by a consistent track record of optimizing performance metrics, managing substantial budgets, and leading projects. I thrive in dynamic environments and am adept at collaborating with cross-functional teams to achieve impactful results. My dedication to continuous learning and excellence has equipped me with a robust skill set and a proven ability to deliver high-value outcomes.

### WORK EXPERIENCE

#### Blinkist

MAY 2021 - JUL 2023

##### Sr Marketing Manager

- Expanded the paid partnerships channel from the DACH and US regions to UK within two years, demonstrating successful cross-regional management and strategic planning with 20% higher ROI YoY on high seasonality months.
- Managed budgets exceeding €800,000/month, implementing precise tracking and analysis to achieve a 10% improvement in ROI.
- Negotiated with key partners, affiliate marketers, and influencers, securing 20+ high-value collaborations and increasing campaign reach by 40%.

#### Smava

FEB 2020 - APR 2021

##### Media Strategy Analyst

- Strategically managed comprehensive advertising campaigns, optimizing media planning, performance metrics, and reporting to enhance campaign effectiveness and ROI.

#### Spark Networks

DEC 2018 - OCT 2019

##### Marketing Manager

- Supported TV media planning and buying for optimal reach and CPM and direct impact campaign KPIs
- Collaborated with international teams and media agencies
- Prepared reports and presentation decks for marketing leadership and partners

#### PPG Industries

MAY 2013 - MAY 2016

##### Logistics Data Analyst

- Supported TV media planning and buying for optimal reach and CPM and direct impact campaign KPIs
- Collaborated with international teams and media agencies
- Prepared reports and presentation decks for marketing leadership and partners

### REFERENCE

#### Holger Seim

Co-founder & CEO, Blinkist.

#### David Vangeison

CMO smava

### CONTACT

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[Portfolio](#)

[LinkedIn](#)

[GitHub](#)

### EDUCATION

2024

#### MASTERSCHOOL

- Software Engineering

2017 - 2019

#### BBW UNIVERSITY

- Master of Management of Creative Industries

2009 - 2013

#### PUC CAMPINAS

- Bachelor of Business with International Trading

### SKILLS

- Python
- JavaScript
- Typescript
- HTML
- CSS
- Flask
- Git
- Linux
- SQL
- SQLite
- SQLAlchemy
- AWS

### LANGUAGES

- Portuguese (Native)
- English (Fluent)
- German (B2.2)
- Spanish (Basic)