

## Contact

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(LinkedIn)

## Top Skills

Business Intelligence (BI)

Data Analysis

Team Leadership

## Languages

Português (Native or Bilingual)

Inglês (Full Professional)

Espanhol (Elementary)

## Certifications

Selling into Companies

Clips

Brand Ads

Pinterest Certified Media Buyer

Product Ads

# Oscar Oliveira

Mercado Livre AdTech Leader | Strategic Support for Enterprise Sales | Digital Marketing with a Focus on Results | Accenture | ex-Pinterest

Barueri, São Paulo, Brazil

## Summary

I am a results-oriented AdTech professional with a proven track record of driving revenue growth through strategic partnerships and data-driven insights. Currently, I lead a specialized team focused on maximizing performance within the Retail Media ecosystem for Mercado Libre Ads, the largest e-commerce platform in Latin America.

My expertise lies in bridging the gap between complex advertising tools and business outcomes. Previously, at Pinterest, I focused on scaling revenue for Enterprise clients across high-impact verticals such as Home Decor, Fashion, Travel, and Insurance. By developing proactive relationships and tailoring media strategies, I successfully delivered campaigns with an average ROI increase of over 10x.

## Core Competencies:

**Leadership:** Managing high-performance teams to support Account Managers and Sellers.

**Strategic Planning:** Crafting full-funnel media plans aligned with partner KPIs.

**Data Analytics:** Expert in Looker Studio for building automated dashboards and delivering actionable weekly insights.

**Platforms:** Deep knowledge of Mercado Ads and Pinterest Ads Manager.

I am passionate about the intersection of technology, advertising, and business growth, always looking for ways to optimize processes and exceed performance targets in multicultural environments.

# Experience

Accenture Brasil

3 years 7 months

Inside Sales Management Senior Analyst

April 2024 - Present (1 year 10 months)

Barueri, São Paulo, Brazil

Direct support to Enterprise Account Managers in developing strategies for Pinterest clients, focusing on revenue growth and performance.

Results: campaigns with an average ROI increase of over 10x, insights that contributed to optimizing key accounts in sectors such as fashion, home decor, and tourism.

Account Manager

July 2022 - March 2024 (1 year 9 months)

Barueri, São Paulo, Brazil

Dedicated to growing Pinterest revenue through strategic partnerships.

Proactively develops industry relationships, serving as a trusted advisor to partners' teams. Advocates internally for tailored solutions and collaborates with cross-functional teams. Guides advertisers on media strategies, crafting campaigns aligned with partner goals. Results-driven strategist with a focus on KPIs. Let's connect for impactful Pinterest advertising! #PinterestExpert #StrategicPartnerships #ResultsDriven

Mercado Livre Brasil

Retail Media Specialist Manager

November 2025 - Present (3 months)

Barueri, São Paulo, Brazil

Leading a team of 3 specialists focused on maximizing performance for Mercado Libre Ads (the largest e-commerce in LatAm). We empower account managers to optimize ad spend and drive higher ROAS for top-tier sellers through data-driven insights and strategic campaign adjustments.

Pinterest

3 years 4 months

Client Account Manager Support

April 2024 - October 2025 (1 year 7 months)

Barueri, São Paulo, Brazil

Account Manager

July 2022 - March 2024 (1 year 9 months)

**Luby Software**

11 months

**Account Executive Jr.**

September 2021 - March 2022 (7 months)

São Paulo, São Paulo

Responsible for negotiating and managing accounts for custom digital solutions. Led proposals for international clients using SPIN and GAP Selling techniques, with a notable sale of over R\$500k in the US market.

**Inside Sales**

May 2021 - September 2021 (5 months)

São Paulo, São Paulo, Brazil

Worked with active prospecting, lead qualification, and sales pipeline management using Pipedrive CRM. Applied consultative sales methodologies and ensured smooth transitions from SDR to closing.

**Mobsite**

**Inside Sales Representative**

February 2020 - May 2021 (1 year 4 months)

Bauru, São Paulo

Prospected and converted inbound leads using Salestime CRM and RD Station marketing automation. Managed sales cadences and marketing campaigns for small and mid-sized businesses.

**LuckyDsHostel**

**Receptionist**

February 2018 - August 2018 (7 months)

San Diego, California

Guest service for international travelers, payment handling, and support with local tourism information. Multicultural experience with real-life English language practice.

**Tilibra**

7 years 10 months

**Off-Set press operator**

June 2011 - February 2018 (6 years 9 months)

Bauru, São Paulo, Brazil

Operated offset printers, ensuring quality control for notebook components and planner inserts to support large-scale production.

Contributed to the development of continuous improvement projects (CapDo) to optimize graphic production processes.

#### Assistente de CTP

May 2010 - May 2011 (1 year 1 month)

Bauru, São Paulo, Brazil

Separação de matrizes Off-Set e gravação

#### DX4 Tecnologia

Marketing Intern

August 2015 - August 2016 (1 year 1 month)

Bauru e Região, Brasil

Gerenciamento das redes sociais, criação de campanhas, criação e envio de email marketing

#### Pako Color

Designer

May 2011 - June 2011 (2 months)

Empresa presta serviços para diversas gráficas em bauru, principal atividade: fechamento de arquivos e gravação de matrizes off-set.

#### Purah Propaganda

Designer

November 2009 - March 2010 (5 months)

Criação e fechamento de arquivos, produção de vários tipos de produto para promoção dos restaurantes da franquia, brainstorm de produtos e promoções para as franquias.

#### Pascoalotto

Recuperador de Crédito

April 2008 - August 2009 (1 year 5 months)

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## Education

### UNISAGRADO

Bacharelado, Publicidade e Propaganda · (2014 - 2017)

Senai São Paulo  
Técnico, Artes Gráficas · (2009 - 2011)