

MARCO GONÇALVES

marchnc7@yahoo.com • (510) 529-9021 • OAKLAND, CA, USA

SUMMARY

Account Manager offering over 10 years of expertise in building partnerships, managing enterprise accounts, and enhancing profit channels. Strong leader with proficiency in growing professional network, influencing decision-makers and devising digital media strategies with data. Collaborative and strategic team leader with robust background in customer relationship management and business development. Great passion for digital marketing.

EXPERIENCE

*SiriusXM Radio LLC., **Associate Account Manager***

Dec 2022 - Present

Media Planning• Media Strategy• Campaign trafficking and operations. • Campaign monitoring and optimizing for full delivery. • All Reporting types. • 3rd party audience segments, Programmatic pacing and inventory, Tags management. • Work with designers and production staff to create high-quality and brand-specific ads. • Develop advertising tactics and implemented new solutions for increased brand awareness. • Coordinate cross-departmental efforts to execute successful marketing campaigns for key accounts. • Established clear communication channels between clients and internal teams, ensuring seamless project execution. • Collaborate with sales team to identify potential upsell opportunities and expand client base. A combined \$20MM in annual ad spend. Clients such as Netflix, Disney, McDonald's, Toyota, and Draftkings. • Use analytical skills to track and report on account performance metrics, providing insights for future growth opportunities.

*Avispa LLC. -SiriusXM Radio Contractor, **Associate Account Manager***

Oct 2021 - Dec 2022

Media Planning• Media Strategy• Campaign trafficking and operations. • Campaign monitoring and optimizing for full delivery. • All Reporting types. • 3rd party audience segments, Programmatic pacing and inventory, Tags management. • Work with designers and production staff to create high-quality and brand-specific ads. • Develop advertising tactics and implemented new solutions for increased brand awareness. • Coordinate cross-departmental efforts to execute successful marketing campaigns for key accounts. • Established clear communication channels between clients and internal teams, ensuring seamless project execution. • Collaborate with sales team to identify potential upsell opportunities and expand client base. A combined \$20MM in annual ad spend. Clients such as Netflix, Disney, McDonald's, Toyota, and Draftkings. • Use analytical skills to track and report on account performance metrics, providing insights for future growth opportunities.

*Global Supply Company Inc., **Account Manager***

Jul 2019 - Apr 2021

Built and strengthened relationships with new and existing accounts to drive revenue growth. • Boosted sales numbers with proactive account servicing and diligent relationship-building. • Contacted Presidents and Directors of Retail Operations for major banners, like Safeway, Winco, McDonald's. • Developed new businesses via account optimization with annual spend of \$6.5MM. • Addressed problems with accounting, billing, and service delivery to maintain and enhance client satisfaction. • Facilitated client satisfaction and renewed customer relations to drive growth.

*System Pavers, **Trade Show Event Liaison/Leads Generator***

May 2017 - Jun 2019

Generated leads through grassroots canvassing• Home Shows, trade shows, and telemarketing• Generated close to \$1,000,000.00 in revenues with my leads generation technique within 10 months• Responded to customer requests for products, services, and company information. • Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.

*C W Publishing, **Advertising Account Executive***

Jun 2014 - May 2015

Worked with the annual BET Awards Show Magazine selling full-pages and spreads \$10,000.00 to \$45,000 page/spread. • Made an average of over 100 calls a day pitching CPG brands CMOs and agencies to advertise on nationwide custom print magazines. • Digital ad capabilities covering entertainment, parents, health, and sports.

EDUCATION

University of Alaska Anchorage

*Associate of Arts • **Business Management: Small Business Administration And Management***

Estacio De Sa University

*Associate of Arts • **Marketing***

It's a private college in Rio de Janeiro, Brazil. Their programs are entirely dedicated to Marketing Management.

LICENSES & CERTIFICATIONS

Social Media Marketing Certificate

Hootsuite • Issued Jan 2021

Social Media Marketing

Facebook /Meta • Issued Jun 2021

Programmatic Advertising Professional Certificate

Udemy • Issued Aug 2021

Data-Driven Planning for Programmatic

The Trade Desk • Issued Sep 2021

Retail Media Professional Certification

Criteo • Issued Jul 2022

Foundations of Digital Marketing and E-commerce

Google/Coursera • Issued Aug 2022

Atlassian Agile Project Management Professional Certificate

LinkedIn/Atlassian Academy • Issued Jun 2024

DV360 Certification

Google • Issued Jul 2024

AI-Powered Performance Ads Certification

Google • Issued Aug 2024

Google Ads Display Certification

Google • Issued Aug 2024

Google Ads Video Certification

Google • Issued Sep 2024

McKinsey Leadership Program

McKinsey/SiriusXM Media • Issued Dec 2024

Google Analytics 4 Certification

Issued Jan 2025

Google Ads Measurement Certification

Issued Feb 2025

Customer Understanding and Digital Marketing Measurement and Analysis

Unilever with Coursera • Issued Dec 2025

SKILLS

Digital marketing strategy & execution • Performance and Branding Marketing • Ad Trafficking/Ads Operations/Pacing • Paid Social Media Campaigns • Campaigns Monitoring, Reporting & Insights • Ad Campaigns QA & Tag Management • Sales research • Keywords research • Full cycle of campaigns management • Content marketing