



Fabricio Cuppari

Digital Project & Performance Manager

São Paulo, Brazil



Contact

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// Top Skills

Digital Strategy

Performance

Online Advertising

// Education

Universidade Anhembi Morumbi
Bachelor's degree, digital design

MIAMI AD SCHOOL BRASIL
UX Strategy

Escola Conquer
High Performance + Productivity

Hello there!

My name is Fabricio and I am a brazilian Digital Project Manager with a demonstrated history of working in the marketing and advertising industry.

In a backpack trip in 2011 I fell in love with Amsterdam. I was inspired by the streets, the food and the museums, specially with the Van Gogh Museum. He is my favorite painter since I was 10 years old.

I am married for 7 years now and I am looking for an opportunity to work in Amsterdam, I think it is a incredible city and I see as a big entrance in an international career to myself.

Experience

// Performance

Online campaign management (FacebookAds, GoogleAds, Display, DV360, Email, Landing Pages)

Media planning implementation, budget and delivery. KPIs monitoring, Reports and dashboards development.

As a **performance manager** I always aim to deliver the campaigns based on their schedule, my main goal is always to **deliver the projects on time**. I appreciate receiving feedback from the clients, it helps adding value to the job.

// Management

Interdisciplinary team leadership (digital analysts, community managers, designers and developers). Team candidate selection, interview, feedback and career development.

Digital Project Management: websites, landing pages and video ads.

As a **manager** I always try to **look after the teams**, talking and knowing each one of them, to get of them the best work they can do.

// Innovation

Analysis and tool implementation: SSBI, Facebook Business Manager (certified), Google Analytics and Ads (certified), Monday, Excel, Adobe CC, SocialBakers, Sprout, SemRush, Keepi, KlipFolio, Slack, Unbounce, SquareSpace, WordPress, BeeFree, Mailchimp.

I am always reading and **learning from other people**. Now I am studying Design thinking, UX, Analytics and agile methods.

Work Experience

Agência HSTK - Digital Project Manager

July 2017 - Present

Performance and delivery of digital campaigns.

Clients: ClubMed, Bluefit, Vitacon, Outback and Sorana.

In Bluefit (Gym with 60 units in Brazil) the main objective is to keep the online transaction bigger than 10%. The results are always reached in the past six months, as follows: Jan 17% / Feb 11% / Mar 12% / Apr 17% / May 16% / Jun 15% and Jul 15%. I manage the Google search and Display campaigns, Facebook and Instagram strategy and campaign delivery. I also send to Bluefit's CEO a weekly and a monthly report from all the actions.

In ClubMed Brazil, I manage the team that delivers all the DV360, Facebook and Instagram campaigns. Brazilian market is responsible for the second place in volume of selling Ski packages to Europe.

In 2018 we achieved the goal that ClubMed marketing area designates and also in 2019. The online campaign ROI was 2906% in 2018 and 2801% in 2019.

We managed more than 60 creatives in the three days the campaign was on and get 30% more traffic volume in clubmed.com.br

Direct One - Marketing Coordinator

May 2014 - June 2017

Campaign management, in house studio coordinador.

Clients: Mapfre Seguros, SulAmérica, ViaVarejo.

With SulAmerica (The biggest brazilian insure company) I managed the designers and devs team that helped the marketing team to transform ugly, expensive and obsolete documentation in a two pages transactional document. The full case can be accessed in direct.one website.

Mapfre is a Spanish insurance company that has a strong operation in Brazil. In this case, I also helped the team to reduce the number of documents that were sent to the customers, and in a online website the customer could request the document they need, cutting impression and shipping costs.

// Languages

English (Professional Working)

// Certifications

Ads Fundamental Google

Facebook Advertising Core Competencies

The Analytics Edge
MITx on edX

Work Experience

As a Marketing coordinator I was responsible to plan, create and deliver events in Brazil, such as a participation in Gartner IT Symposium.

I had to assist the CEO, interfacing with providers (SalesForce, Endeavour, ReturnPath, among others), and create a MadisonAdvisor briefing.

In this job I also had the opportunity to work with Peter Rosenwald (former Wunderman CEO) in a tailored research to one of our clients.

Hola! Comunicação - Creative Supervisor

July 2011 - May 2014

Online team management, special projects and website development.

Clients: Outback, Starbucks, American Express and ClubMed.

Hola! Comunicação - Digital Art Director

June 2010 - July 2011

Hotsites, email and APP creation. Facebook and Twitter campaigns.

Clients: Outback, American Express, Tarpon and Facebook.

/ older experiences:

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