

# KELOANE MENDES

DIGITAL MEDIA | PERFORMANCE | CONSUMER INSIGHTS

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Rua Massaranduba, 301, Vila Monte Alegre (Saude). Sao Paulo-SP

Advertising professional with over 10 years of experience, working in the digital media department, primarily with retail and real estate clients. I have spent 6 years leading teams focused on planning, media, and performance. Currently, I am working with content creators on content projects for Google clients.

MBA in Marketing Management and Consumer Analysis (UFG), People Management and Leadership (FGV) and Professional Master's Degree in Consumer Behavior (ESPM).

I'm passionate about **data, people and behavior**.

## Areas of expertise:

Digital marketing; Media planning; Digital media; People management; Performance; Content; Influencer marketing (Creator Economy); Consumer behavior.

## Tools:

Excel, Data Studio; Google tools (sheets, docs, etc); Google ADS; Google Analytics; Meta ADS, among other ad platforms.

## Languages:

Portuguese - Native | English – Full Professional | Spanish - Elementary

## Experience:

### Dia Estúdio - Project Manager

(March -2023 - Present)

- Project management with content creators for Google clients, focusing on the Fashion, Consumer, Government & Tech (FCG&T) sector (Consumer Goods).
- Planning, execution, and post-sales in the Creators Connect Hub for Google.

*Temporary work hired by Google*

### Google - Package & Creators Connect Specialist

(August -2022 to February 2023)

- YouTube content packages, acting between sales, content and media.
- Implement and supervise deliveries of Display and Video packages
- Build a bridge with partners for project development
- Contact with several internal areas of Google for the execution of the packages
- Direct contact with content creators and customers
- Expertise in the Large Advertisers Division (LCS) focusing on retail clients

*Temporary work hired by Robert Half.*

### **Execution - Digital Media Coordinator**

(September -2021 to August 2022)

- Coordination of the core of Auto customers, serving mainly Seminovos Movida and Autostar
- Team management with analysts and assistants
- Media planning, analysis and reporting
- Negotiation with media vehicles

### **Vida Libre - E-commerce Owner**

(June -2020 to December-2021)

- Personal project - E-commerce of natural cosmetics and sustainable products
- Content creation, social media management
- E-commerce configuration and ERP management
- Configuration and management of products in marketplaces

### **Places Marketing Imobiliário - Digital Media Coordinator**

(June -2019 to August 2021)

- Coordination of the digital media department with a focus on clients in real estate
- Team management with analysts and assistants
- Media planning, analysis and reporting
- Negotiation with vehicles

### **Agência ZIG - Digital Media Coordinator**

(June -2016 to June 2019)

- Coordination of the digital media department with a focus on retail customers
- Media planning, analysis and reporting
- Supervision of campaigns
- Content projects with influencers
- Negotiation with media vehicles

### **Espaço ID - Digital Media Analyst**

(December 2015 to July 2016)

- Operational of Google ADS campaigns, Meta ADS and other ad platforms
- Action follow-up with influencers
- Creation of PIs, APs and other documents related to the media operation

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### **Academic education:**

#### **ESPM - Professional Master in Consumer Behavior**

(2022 to 2024)

#### **FGV - MBA - People Management and Leadership**

(2019 to 2021)

#### **UFG - MBA- Marketing Management and Consumption Analysis**

(2017 to 2018)

#### **IPB - International Academic Mobility - Management and Marketing**

(2014 to 2015)

#### **UFG - Graduation - Social Communication with specialization in Advertising and Publicity**

(2011 to 2015)