

JORGE ALMEIDA

VP, Growth Marketing & Media

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Key Achievements

-  **+116% Subscriptions**
Expanded media mix and geographical coverage while keeping CPA stable
-  **+40% Sales during Black Friday**
Improved efficiency and media diversification
-  **+\$30M incremental revenue**
Deployed Global Machine Learning solution to optimize media in real-time
-  **-23% CPA**
Through development of a media mix model
-  **Six-figure increase in revenue**
Developed new SEO Audit product
-  **Built in-housing framework**
Designed the org structure, tech stack, and workflows across North America, LATAM, EMEA & APAC

Experience

- Warner Bros. Discovery** New York, USA
VP, Global Media, Measurement & Acquisition 05/2024 - Present
 - Leading a global team of 45+ specialists and over \$500M in Media Investment
 - Developed Global Capability Centres for paid media buying across key priority locations, generating over \$2M in savings
 - Successfully launched HBO Max (formerly Max) Globally
- Warner Bros. Discovery** London, UK
Senior Director, Subscriber Growth & Media 05/2019 - 05/2024
 - Leading digital media practice across the US, LATAM, Europe & APAC, after transitioning media buying from agencies
 - Manage and develop team of 5 directors and 40+ specialists
 - Deliver measurable results against aggressive DTC and Tune-in targets
 - Oversee media investments over \$300M/year
 - Promoted to Director in 03/2020 and to Sr. Director in 08/2021
- PHD Media - Global Business** London, UK
Senior Manager, Digital Media 05/2017 - 06/2019
 - Developed digital media strategy across international clients, resulting in performance improvements of up to 35% YoY
 - Responsible for managing & developing team of 7 planner/buyers
 - Promoted from manager to senior manager in 09/2018
- Mediacom** London, UK
Senior Paid Social Planner 04/2016 - 05/2017
 - Responsible for planning and implementing paid social campaigns for some of the biggest advertisers in the UK (total budget \$20M+)
 - Surpassed goals regularly against aggressive Brand & DR KPIs
- Hunterlodge** London, UK
Digital Marketing Executive 01/2015 - 04/2016
 - Expanded product portfolio which delivered revenue growth in the six-figures range, while improving digital performance for multiple clients
 - Trained and developed junior colleagues
- Clubefashion.com** Lisbon, PT
Digital Marketing Manager 04/2014 - 01/2015
 - Improved digital performance of multiple digital marketing channels
 - Trained and managed team of 4 digital specialists and designers
- SONAE** Lisbon, PT
Digital Marketing Specialist / Category Manager 02/2013 - 04/2014
 - Developed e-commerce strategy for food business
 - Budget forecasting & supplier management
 - Promoted to Category Manager in 07/2013

Languages

- English ●●●●●
- Portuguese ●●●●●
- Spanish ●●●●●
- French ●●●●●

Education

Columbia Business School

Executive Education - Business Analytics

- Spot and seize business opportunities. Predict trends and make informed decisions. Drive measurable value and tackle challenges head-on.

Northwestern | Kellogg

Executive Education - Strategies that Build Winning Brands

- Brand's positioning, character and purpose, and create a powerful marketing plan for real-world application.

Northwestern | Kellogg

Executive Education - Digital Marketing Strategies: Data, Automation, AI & Analytics

- End-to-end modern marketing process. Gathering customer insights, content strategies and execution, optimization and AI applications

Católica-Lisbon / Queen's University at Kingston

M.Sc. Marketing

- TOP+ Merit Scholarship

University of Lisbon / Universitat Autònoma de Barcelona

B.Sc. Management

- CPA: 17/20 (top 2%)

Full list of professional certifications available at: <https://www.linkedin.com/in/jorgefsalmeida/details/certifications/>

Board and Advisory Experience

Smartly Client Advisory Board

2023 - Present

Participated in Smartly.io's Client Advisory Board, offering strategic guidance to influence product development and innovation. Collaborated with industry leaders and Smartly.io executives to advance solutions in digital media automation, creative optimization, and AI-driven advertising.

Yahoo DSP Advisory Council

2025 - Present

Strategic advisor on the Yahoo DSP Council, leveraging executive insights to influence global adtech and media innovation.

Skills

SEM · SEO · Social Media · HTML / JavaScript · Programmatic · Media Strategy · Digital Marketing · Advertising · Affiliate Marketing · People Management · E-commerce · CRO · Data Analysis · A/B Testing · Marketing Analytics · SQL · Marketing AI · Leadership · Growth Marketing · Full-funnel Strategy · Marketing Technology · Machine Learning · Marketing Automation · Prompting · Python