



PIERRE COSTA

DIGITAL MARKETING & E-COMMERCE

707-337-5036 | pierrelincoln@gmail.com | www.linkedin.com/in/pierrecosta

OBJECTIVE

Results-driven e-commerce & digital marketing expert with a strong focus on data-driven strategies and customer experience. Proven track record of driving growth through innovative and impactful strategies. Dedicated to leveraging data and digital solutions to enhance brand awareness, engagement, and revenue in the CPG industry.

Professional Experience	Sr. Digital Marketing Strategist <i>E&J Gallo</i>	03/22 - present
	<ul style="list-style-type: none">Developed and executed highly effective Consumer Journey Map and CRM campaigns for Luxury Brands, driving a 30% increase in e-commerce sales.Built RFM and Predictive Models increasing high-value consumer conversion rate.Developed an enterprise-level CRM reporting tool, replacing the Datorama Salesforce dashboard and yielding \$50K in cost savings.	
	Consultant <i>SommDigital</i>	05/18 - 03/22
	<ul style="list-style-type: none">Managed successful advertising budgets across Paid Search, display, and social channels, leading to an impressive 94% increase in e-commerce sales.Developed and executed digital marketing and e-commerce strategies resulting in decrease in consumer churn and enhanced the CX.	
	Pricing Analyst <i>Delicato Family Wines</i>	05/17 - 03/18
	<ul style="list-style-type: none">Managed successful advertising budgets across Paid Search, display, and social channels, leading to an impressive 94% increase in e-commerce sales.Developed and executed digital marketing and e-commerce strategies resulting in decrease in consumer churn and enhanced the CX.	
	Sales & Finance (Export) <i>Inglenook Winery</i>	09/14 - 04/17
<ul style="list-style-type: none">Directed the export program across 20 markets, creating promotions and brand message tailored for each market resulting in a record-breaking 55% growth in sales.Performed in-depth P&L analysis to identify growth opportunities within the business domestically, contributing to a notable 30% overall increase in revenue.		
Account Director <i>Acquisio/Marin Software</i>	12/11 - 02/14	
<ul style="list-style-type: none">Led QBRs for the EMEA clients resulting in a 75% CPA reduction.Managed client relationships including Media Agencies		
Digital Account Manager <i>iProspect</i>	01/11 - 11/11	
<ul style="list-style-type: none">Developed and Executed Omnichannel digital strategies including Search & DisplayManaged over €500K budget across Bank of Ireland and eircom (telecom) accounts resulting in 60% growth on search channels		
Business Optimization Manager <i>Populis</i>	05/09 - 12/10	
<ul style="list-style-type: none">Created a bid management strategy maximizing revenue by 30% across 5 markets		

Education	MBA in Electronic Business UCD Michael Smurfit School of Business Ireland	2010
	BSc in Mathematics Sao Paulo State University Brazil	2000

Certifications	Digital Marketing Certificate The Wharton School	2019
	Digital Marketing Analytics MIT Sloan School of Management	2020
	Certified Digital Marketing Professional & AMA Digital Marketing Institute	2021
	Futures Thinking Specialization Institute for The Future (ITFF)	2021
	Court of Master Sommeliers Certified (Level 2)	2015