

Cesar Zuntini

Senior Affiliate & Partnerships Leader · LATAM

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PROFESSIONAL SUMMARY

Senior commercial leader with 12+ years building and operating affiliate and partnership programs across Brazil, Mexico, and the United States. Worked both sides of the affiliate market — running publisher operations at consumer brands (Cuponomia, Atolls/Global Savings Group) and managing tier-1 publisher portfolios at the network side (CityAds).

Track record of double-digit revenue growth, tier-1 partner negotiations, and building market-entry operations from zero — including a US-LATAM operation at TC2DAY that reached break-even in under 12 months. Trilingual: Portuguese (native), English (fluent), Spanish (professional).

CORE SKILLS

Affiliate & Performance Marketing — Publisher portfolio management · Network business development · Cashback & coupon verticals · CPA / CPL / CPS / CPI / hybrid models · Campaign migration & onboarding · Performance reporting · Attribution

Partnerships & Business Development — Full sales cycle ownership · Consultative sales · Contract negotiation · Multi-stakeholder management · Tier-1 advertiser relationships · Pipeline development

Operations & Leadership — P&L ownership · Team leadership (up to 14 direct reports) · LATAM market entry & expansion · SEO strategy · Stakeholder reporting to global HQ · Recruitment & process design

AI / LLM & Automation — Python · OpenAI API · N8N · Google Colab · Retool · Claude, ChatGPT, Gemini for daily workflow

Platforms — Affiliate networks: CityAds, Awin, Rakuten, Commission Junction, Impact, Afilio, Lomadee, ShareASale, Webgains, PampaNetwork. CRM: HubSpot, Salesforce. Analytics: Google Analytics / GA4, Meta Ads Manager, Google Ads.

PROFESSIONAL EXPERIENCE

Senior Business Development Manager · CityAds

Nov 2023 – Dec 2025 · 2 yrs 2 mos · São Paulo, Brazil · Affiliate Network

Senior BDM responsible for the Brazilian publisher portfolio inside the CityAds network. Bridged publisher operations and advertiser relationships across the Brazilian performance marketing ecosystem.

- Managed a portfolio of **30+ tier-1 publishers** within the CityAds network — Méliuz, Cuponomia, Banco Inter, Cuponation, Promobit, Aloyal.me, Pincei (mix of ~80% cashback, ~20% coupons/other verticals)
- **Grew portfolio revenue +18–20% YoY in year two**, accelerating from +5% in year one through tighter publisher–advertiser handshake and rebuilt prospecting pipeline

- Led commercial coordination with major advertisers running inside CityAds — Raia Drogasil, Petz, Nomad, Oficial Farma, Loja do Mecânico, Natura, Walmart, C&A
- Supported campaign migrations **into** the CityAds platform and restructured deals when commercial terms drifted, retaining at-risk advertiser relationships
- Owned new business development: prospecting, onboarding, and activation of new organic publishers from first contact through first live campaign
- Delivered monthly performance reporting to stakeholders — revenue, commissions, campaign KPIs, market trends

Head of Affiliate Operations · TC2DAY International

Mar 2021 – Jun 2023 · 2 yrs 4 mos · United States & Mexico (Remote)

Built two affiliate operations from scratch — USA and Mexico — with full P&L accountability. End-to-end responsibility for business development, partner acquisition, content strategy, and revenue growth.

- **Mexico affiliate site reached operational break-even in under 12 months** through targeted partnership development, SEO-driven content strategy, and lean unit economics
- Built affiliate network partnerships from zero, establishing commercial agreements with Awin, Rakuten, Commission Junction, and Impact across both markets
- Designed and implemented **AI/LLM content automation** (Python + OpenAI API + Google Colab + Retool) that produced what would otherwise have required 30–50% more headcount — a core driver of the Mexico break-even
- Ran ongoing competitive intelligence — keyword gaps, monetization patterns, content depth — to feed the editorial calendar

Head of Affiliate Operations · Atolls

Nov 2018 – Feb 2021 · 2 yrs 4 mos · São Paulo, Brazil · formerly Global Savings Group

Led the LATAM regional operation — four affiliate sites (3 in Brazil, 1 in Mexico) with ~4M combined monthly visits. Reporting line into the European headquarters of Global Savings Group.

- Headed a team of **14** across editorial, SEO, and partnerships
- **SEO portfolio project — moved 240 stores from page 2 to page 1 of Google**, prioritized by commercial weight, generating **+50% organic revenue lift** on the affected cohort
- Drove **+30% YoY growth in year one and +18% in year two** on couponation.com.br (flagship Brazilian site)
- **Consolidated the Mexico operation into the São Paulo office** — regional migration that brought MX execution closer to BR-based commercial leadership and reduced overhead
- Managed advertiser and affiliate network relationships across the full BR/MX portfolio — Awin, Rakuten, Lomadee, Afilio, Commission Junction
- Built and structured the team of 14 from a smaller starting point — recruitment, onboarding, and process design

Head of Content & Affiliate Partnerships · Cuponomia

Apr 2014 – Nov 2018 · 4 yrs 8 mos · São Paulo, Brazil

Joined as one of the early operators. Built the content and affiliate function from scratch with a team of 5 across editorial and partnerships.

- Participated in the **cashback pilot that grew Cuponomia into Brazil's #2 cashback site** at the time of exit (Méliuz is the current category leader)
- Built a **1,200+ store database with ~450 monetized** through affiliate networks or direct advertisers
- Primary commercial contact for **10 affiliate networks** (Afilio, Rakuten, CJ, Awin, Lomadee, ShareASale, Webgains, Net Affiliation, PampaNetwork, Viglink) and **~20 direct advertisers** (C&A, Natura, Walmart, Amazon Brasil, Chico Rei and others)
- Drove **+25% organic traffic growth** through SEO strategy — keyword research, metadata, on-page optimization
- Led Brazil and LATAM expansion with structured processes and international partnership management

EARLY CAREER

Plugar Informações Estratégicas — Content Manager Jan 2012 – Nov 2013 · 1 yr 11 mos

Managed market intelligence portals for enterprise clients (Cyrela, Sanofi).

Specto do Brasil — IT, progressing to IT Manager Aug 2002 – Sep 2011 · 9 yrs 2 mos

Grew through IT roles to IT Manager (final position), leading a team of ~10. Responsible for IT infrastructure, support, and systems.

EDUCATION

IBTA — Instituto Brasileiro de Tecnologia Avançada 2010 – 2012

Systems for Internet / Information Technology

Universidade Anhembi Morumbi 1998 – 2001

Digital Design

LANGUAGES

Portuguese — Native · **English** — Fluent (Business) · **Spanish** — Professional Working Proficiency