

MATIAS GRINBLAT

BIO

Driven by a steadfast passion for innovation, I thrive as a Client Success Manager with a demonstrated history of success. My strengths include cultivating vibrant brand partnerships and utilizing creative technology to deliver outstanding campaigns. Focusing on dynamic creative solutions in highly regulated sectors, I blend creativity with technology, establishing myself as an essential contributor in the advertising field.

WORK EXPERIENCE

Client Success Manager

Genius Sports | Apr 2024 - Present

- Directed the creative department, serving as the company's leading authority on creative strategy and implementation.
- Crafted and executed successful strategies across Meta, X, Snap, and programmatic channels for esteemed clients, including gambling operators and sports federations during significant events.
- Provided clients with guidance on best practices and cross-industry strategies, while recognizing upselling opportunities that facilitated budget increases and market growth.

Client Success Manager

CitrusAd | Sep 2023 - Mar 2024

- Proven track record in nurturing high-value relationships with retail partners and vendors, seamlessly collaborating with cross-functional teams, ensuring compliance, onboarding 20 new brands, and driving platform operations to enhance market presence and client success.
- Spearheaded campaign optimizations resulting in ROAS boosts of 500% to 1000%, amplifying brand performance across 16 markets.

Customer Success Manager

Smartly.io | Feb 2021 - July 2023

- Proficiently facilitated client onboarding and seamless integration with new platform features, fostering strong partnerships through effective project management.
- Expanded collaborations with additional brands and markets, increasing profitability and market presence, demonstrating strategic business acumen; leading to a 10% decrease in production costs and a 20% boost in performance.
- Restructured FMCG clients, driving profitability and crafting growth plans to introduce innovative solutions, optimizing campaigns for improved relevancy and performance.

EDUCATIONAL HISTORY

University of Westminster

Masters in Marketing Communications | Sep 2019 - Sep 2020

Reichman University

BA Business Administration | Aug 2015 - Aug 2018

CONTACT ME

Email: matiasgrinblat@gmail.com

Mobile: (+44) 7555 782201

ACQUIRED SKILLS

- Fluent in Spanish and English
- Intermediate in Hebrew
- Retail Media Marketing
- Advanced Excel (Pivot Tables and Macros)
- Social media marketing (LinkedIn, Meta, X/Twitter, TikTok)
- Programmatic display marketing (CM360 and DV360)
- Google Ads marketing (Performance Max, Discovery and Display)
- Creative Test and Learn Framework development and execution
- Client Onboarding guidance



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