

Bruno Anastassakis

PROJECT MANAGER · DIGITAL PRODUCT · STRATEGIC CONTENT · B2B EVENTS
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01 EXECUTIVE SUMMARY

Professional with 15 years of experience in digital strategy, product, content, marketing, and events, focused on structuring integrated operations for brands, communities, editorial platforms, and institutional projects.

Most recently led product, content, and event initiatives at MIT Technology Review Brasil and Harvard Business Review Summit Brasil, connecting roadmap, editorial governance, communications, B2B marketing, stakeholder relations, and performance indicators.

Profile oriented toward building digital and institutional assets with strategic clarity, operational consistency, and a results-driven focus.

Brings experience in team management, vendor coordination, editorial operations, digital campaigns, SEO/SEM, data analysis, audiovisual production, proprietary events, and applied generative AI across marketing, content, scenario analysis, and decision-support routines.

02 PROFESSIONAL EXPERIENCE

FEB 2025 – JUL 2026

RIO DE JANEIRO, BRAZIL

MIT Technology Review Brasil Project Manager | Product, Content & Events

Led product, content, communications, and event initiatives for the MIT Technology Review brand in Brazil, covering roadmap, editorial operations, B2B marketing, audience experience, and stakeholder relations.

- Directed the vision, prioritization, and evolution of digital and editorial products.
- Managed roadmap, backlog, and deliveries, connecting business objectives, audience experience, and content operations.
- Planned and executed proprietary events, integrating editorial narrative, institutional positioning, and audience engagement.
- Managed relationships with speakers, media partners, vendors, and internal stakeholders.
- Monitored KPIs, analyzed performance, and led continuous improvement processes.
- Applied generative AI, automation, and data intelligence across editorial routines, marketing, and decision-support.

FEB 2025 – JUL 2026

RIO DE JANEIRO, BRAZIL

Harvard Business Review Summit Brasil Project Manager | Product, Content & Events

Coordinated communications, content, positioning, and events for the summit, focused on editorial narrative, audience experience, and relationships with high-profile stakeholders.

- Coordinated the summit's communications, content, and institutional positioning.
- Planned and executed editorial and B2B marketing initiatives connected to the event.
- Managed relationships with speakers, media partners, vendors, and senior leadership.
- Integrated editorial narrative, institutional positioning, and event operations.
- Monitored KPIs and analyzed the performance of content and communications initiatives.

Iniciativa FIS

Senior Community Manager

Led community, content, events, and digital channels, focused on engagement, editorial operations, audience intelligence, and strengthening institutional presence.

- Planned, coordinated, and executed strategic events, including FIS Week and Rio Health Forum.
- Developed the Iniciativa FIS community, aligning content, relationships, and digital channels.
- Managed digital products, editorial routines, and oversight of audiovisual production.
- Applied SEO, SEM, and metrics analysis to support growth, visibility, and engagement.
- Implemented AI and automation across campaigns, content workflows, and operational processes.

NOV 2015 – OCT 2022

RIO DE JANEIRO, BRAZIL

Gumercendo Estúdio

Marketing Manager

Led marketing, content, digital products, and audiovisual production, managing teams, clients, campaigns, and multi-platform deliveries.

- Managed the lifecycle of digital products and content assets, from concept to delivery.
- Planned and executed digital campaigns for clients and proprietary projects.
- Coordinated multidisciplinary teams across marketing, content, creative, and production.
- Managed client relationships, identified opportunities, and aligned project scope.
- Oversaw audiovisual production, including live broadcasts, digital content, and deliverables for online channels.
- Tracked metrics, performance, and strategic adjustments across campaigns and digital products.

SEP 2018 – SEP 2019

RIO DE JANEIRO, BRAZIL

Avellar Media

Copywriter

- Produced digital content focused on SEO, SEM, performance, and conversion.
- Monitored and analyzed digital metrics.
- Supported the planning of results-driven digital campaigns.

SEP 2012 – OCT 2014

RIO DE JANEIRO, BRAZIL

Philippe Leon

Marketing Analyst

- Supported the planning and execution of digital marketing campaigns.
- Analyzed digital results and proposed improvements.
- Organized marketing routines, interfaced with the team, and tracked deliverables.
- Supported the management of channels, content, and communications initiatives.

EARLIER EXPERIENCE

APR 2009 – SEP 2012 · RIO DE JANEIRO, BRAZIL

Diversão e Arte — Executive Producer

Executive production, logistics, team coordination, and operation of cultural events.

MAR 2011 – JAN 2012 · RIO DE JANEIRO, BRAZIL

CasaDigital — Metrics Analyst

Web analytics, SEO, SEM, and performance reporting to support marketing and product decisions.

MAR 2009 – SEP 2011 · RIO DE JANEIRO, BRAZIL

14 | Agência de Conteúdo Estratégico — Content Producer

Multi-platform content production, editorial projects, digital strategies, and audience analysis.

MAR 2005 – FEB 2008 · BRAGA, PORTUGAL

Vodafone — Communications Analyst

Supported customer communications initiatives, brand planning, complaint management, and tracking of customer interactions.

SEP 2006 – AUG 2008 · BRAGA, PORTUGAL

Alma Mater — Advertising Intern

Developed briefings, supported campaign planning, and collaborated with creative and account teams.

- Specializations
- Advertising and Marketing | 2007 — 2008

— Audiovisual Production | 2007 — 2008

Digital Product Strategy Roadmap, backlog, prioritization, evolution of digital assets, audience experience, and alignment between product, content, and business objectives.	Strategic Content & Editorial Operations Editorial governance, editorial planning, digital channels, multi-platform content, institutional narrative, and editorial workflow management.
B2B Events & Proprietary Experiences Planning, production, and positioning of institutional events, relationships with speakers, partners, audience, and stakeholders.	B2B Marketing & Digital Communications Digital campaigns, brand positioning, institutional communications, visibility generation, SEO, SEM, and performance analysis.
Generative AI, Automation & Data Intelligence AI applied to diagnostics, scenario analysis, process automation, editorial support, marketing, and decision prioritization.	Community & Audience Management Engagement strategies, community relations, channel development, and reading of audience behavior.
Stakeholder & Multidisciplinary Team Management Coordination across leadership, internal teams, vendors, media partners, clients, speakers, and production teams.	Performance, KPIs & Continuous Improvement Indicator monitoring, metrics analysis, reporting, course corrections, and optimization of campaigns, products, and operations.

Agile management, roadmap, backlog, KPIs, SEO, SEM, web analytics, generative AI, marketing automation, performance analysis, editorial planning, content governance, stakeholder management, event production, digital campaigns, community, audiovisual production, and live broadcasting.

PORTUGUESE Native	ENGLISH C1 · Advanced	SPANISH B1 · Intermediate	FRENCH B1 · Intermediate
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