

# Cesar Zuntini

## Partnerships & Growth Leader — Affiliate · AI Operations · 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 US — on both sides of the market: publisher operations (Cuponomia, Atolls/Global Savings Group) and network business development (CityAds, 30+ tier-1 publishers). I also run the operational back-office most commercial leads don't touch: partner payouts, order-level reconciliation, and attribution troubleshooting. LLMs in production since 2021, before ChatGPT existed. Trilingual: Portuguese (native), English (fluent), Spanish (professional).

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### CORE SKILLS

**Affiliate & Performance Marketing** — publisher portfolio management · network business development · cashback & coupon verticals · CPA/CPL/CPS/CPI · campaign migration & onboarding · attribution · influencer/creator recruitment · media sales & paid placements

**Partnerships & Business Development** — full sales cycle · contract negotiation · tier-1 advertiser relationships · key account management · partner communications & enablement (~800-affiliate base) · pipeline development

**Partner & Revenue Operations** — partner payouts & billing · order-level reconciliation at scale (13–14k-order reports) · attribution troubleshooting & data reconciliation · revenue analytics · churn & win-back tracking · process design (0 → 1)

**AI / LLM & Automation** — in production since 2021 · Python · OpenAI API · Claude / agentic workflows · MCP · n8n · MongoDB · Notion API · Retool · Google Colab

**Platforms** — CityAds, Awin, Rakuten, CJ, Impact, Afilio, Lomadee, ShareASale · HubSpot (incl. email marketing), Salesforce · GA4, Google Search Console, Google Ads, Meta Ads · WordPress (advanced) · Notion, Asana, Trello

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### PROFESSIONAL EXPERIENCE

**Independent Consulting** — AI Automation & Digital Operations 2026 – present · São Paulo (remote)  
Hands-on AI automation and digital operations for affiliate and content projects.

- Design and run **agentic AI workflows** (Claude-based, MCP integrations) covering content operations, data pipelines, and spreadsheet automation
- Built LLM-powered internal tooling, including a local web application (TypeScript + Node + OpenAI API) for AI-assisted document generation, with automated tests
- Hands-on WordPress and web operations on self-managed Linux infrastructure (deployment and maintenance via SSH)

**CityAds — Affiliate Network** — Senior Business Development Manager Nov 2023 – Dec 2025 · São Paulo  
Owned the Brazilian tier-1 publisher portfolio; commercial bridge between publishers and advertisers.

- Managed **30+ tier-1 publishers** (Méliuz, Cuponomia, Banco Inter, Promobit) — **+18–20% YoY portfolio revenue in year two**, up from +5% in year one
- Designed the network's cashback reconciliation process from scratch** — order-level matching across 13–14k-order monthly reports — then automated it with AI, **cutting closing time from hours to minutes**
- Owned monthly financial closing for the full portfolio: reconciliation, invoicing, payout requests, coordination with finance
- Ran partner communications for **~800 affiliates** via HubSpot email campaigns and Telegram community broadcasts
- Brokered publishers' media kits to advertisers — paid placements and activations negotiated in three-way meetings (advertisers included Natura, Walmart, Raia Drogasil, Petz)
- Resolved attribution incidents end-to-end: tracking outages, missing order IDs (recovered by cross-matching advertiser data with end-user receipts), payment disputes
- Ran biweekly business reviews with each tier-1 publisher plus seasonal planning for key retail dates; turned closings into portfolio intelligence (competitive losses, win-back tracking)

## TC2DAY International — Head of Affiliate Operations, US & Mexico

Mar 2021 – Jun 2023 · Remote

Built two affiliate operations from zero with full P&L accountability.

- **Mexico operation reached break-even in under 12 months** through partnership development, SEO-driven content, and lean unit economics
- Built a full **LLM content pipeline in 2021–22, before ChatGPT existed** (GPT via OpenAI API): Python crawler → AI rewriting → MongoDB → automated WordPress publishing, plus a custom Notion-based control dashboard
- Pipeline delivered an initial load of **2,100 coupons across 260 store pages**, then ~120 coupons/week — output that would otherwise require a dedicated content team
- Established affiliate network partnerships from zero with Awin, Rakuten, Commission Junction, and Impact across both markets

## Atolls (formerly Global Savings Group) — Head of Affiliate Operations

Nov 2018 – Feb 2021 · São Paulo

Led the LATAM operation — 4 affiliate sites (BR + MX), ~4M combined monthly visits, reporting to European HQ.

- Headed a team of **14** across editorial, SEO, and partnerships — built through own recruitment and process design
- **Moved 240 stores from page 2 to page 1 of Google**, prioritized by commercial weight — **+50% organic revenue** on the affected portfolio
- Drove **+30% YoY growth in year one** and +18% in year two on cuponation.com.br
- Consolidated the Mexico operation into the São Paulo office, reducing overhead and tightening commercial leadership

## Cuponomia — Head of Content & Affiliate Partnerships

Apr 2014 – Nov 2018 · São Paulo

Early operator; built the content + affiliate function from scratch with a team of 5.

- Ran the **cashback pilot that grew Cuponomia into Brazil's #2 cashback site** at the time
- Built a 1,200+ store database with ~450 monetized; primary commercial contact for **10 affiliate networks and ~20 direct advertisers** (C&A, Natura, Walmart, Amazon Brasil)
- Drove +25% organic traffic growth through SEO — keyword research, metadata, on-page optimization

## Early Career

2002 – 2013

- **Plugar Informações Estratégicas** — Content Manager (2012–2013): market-intelligence portals for enterprise clients (Cyrela, Sanofi)
- **Specto do Brasil** — IT roles to **IT Manager** (2002–2011, 9 yrs): led a team of ~10; infrastructure, support, and systems — the technical foundation behind the AI work

## EDUCATION

**IBTA** — Systems for Internet / IT · 2010–2012

**Universidade Anhembi Morumbi** — Digital Design · 1998–2001

## LANGUAGES

Portuguese — native · English — fluent (business) · Spanish — professional