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**Shaan Coelho** · 2nd  
Chief Operating Officer / Co-Founder at The Greatest Adventure On Earth®  
Vancouver, British Columbia, Canada · 500+ connections · [Contact info](#)

 The Greatest Adventure On Earth®

## Highlights



### 1 mutual connection

You and Shaan both know Harrison Kratz

## About

Built to service businesses across the globe, 3RBTS is a strategic consulting service designed to help brand's establish, elevate and innovate their operations. Guided by former VaynerMedia Vice President Shaan Coelho, 3RBTS helps businesses stay ahead of an evolving global landscape.

From New York to Europe, the Middle East and across Asia, Shaan has helped to grow businesses, innovate organizations and build partnerships around the world. With over a decade in marketing Shaan helps businesses prepare, plan and take the next step. A strategic problem solver with an entrepreneurial spirit, he brings a global perspective to an increasingly connected world. With an eye towards trend analysis, cultural movements and breakthrough technologies Shaan leads education workshops and innovation sessions for businesses across APAC, EMEA and the Americas.



Westminster Business  
School Education...



BBC Interview On  
Innovation In Digital...

## Activity

1,501 followers



**Found this really helpful and comforting. Nicely done bud.**

Shaan commented

[See all](#)

## Experience



### Chief Operating Officer / Co-Founder

The Greatest Adventure On Earth®

Aug 2019 – Present · 6 mos



Founder

**3RBTS Consultancy**

Feb 2019 – Present · 1 yr

An international consultancy designed to help brands and businesses establish, elevate and innovate their operations. Guided by former VaynerMedia Vice President Shaan Coelho, 3RBTS helps businesses stay ahead of an evolving global landscape. Leveraging a global network of partners, the consultancy connects businesses in need with solutions providers and...



The Insight Intersection

3RBTS International  
Insight and Innovatio...**VaynerMedia**

5 yrs 3 mos

**Vice President**

Oct 2016 – Jun 2017 · 9 mos

London, United Kingdom

Supported and led operational aspects of VaynerMedia's London office including:

- Hiring and Recruiting
- Employee Onboarding and Ongoing Education
- Contract Development and Negotiation

[...see more](#)**Global Group Director**

Jun 2016 – Oct 2016 · 5 mos

Greater New York City Area

Responsible for leading a cross functional team to audit and implement global digital best practices for a leading international beverage brand. Focus included:

- Media & Measurement
- International Collaboration

[...see more](#)[Show 5 more roles](#) ▾**Social Media Producer**

MTV Networks

Aug 2011 – Apr 2012 · 9 mos

Responsible for creating, maintaining and growing social media initiatives

Working in conjunction with Bellator Fighting Championships to build brand of company as well as individual fighters

Implementing MTV's digital strategy at live events nationwide to increase fan engag...

[...see more](#)**Global Market Manager**

Avon Products Inc

Dec 2009 – May 2011 · 1 yr 6 mos

Campaign Management Dec 09-May 11

Responsible for managing all aspects of multiple campaigns per quarter- devising marketing strategies, fiscal assessments, project management and creating measurement and tracking reports for Senior Management review

[...see more](#)[Show 2 more experiences](#) ▾**Education****Pace University**

BA, Communication

2005 – 2009

Activities and Societies: Dean's List, Marketing Club, Sabor Latino

**Semester at Sea**

BA, Global Studies

2007 – 2007

Activities and Societies: 101 days at sea circumnavigating the globe studying and experiencing a range of ways of life across borders.

## Skills &amp; Endorsements

## Digital Strategy · 24



Endorsed by Mitchell Holder, who is highly skilled at this



Endorsed by 11 of Shaan's colleagues at VaynerMedia

## Social Media · 20



Endorsed by Mitchell Holder and 7 others who are highly skilled at this



Endorsed by 9 of Shaan's colleagues at VaynerMedia

## Social Media Marketing · 20



Endorsed by Mitchell Holder and 7 others who are highly skilled at this



Endorsed by 7 of Shaan's colleagues at VaynerMedia

[Show more](#)

## Recommendations

[Received \(1\)](#)[Given \(2\)](#)

**Jenn Wong**

VP, Marketing

February 14, 2013, Jenn managed Shaan directly

Shaan is incredibly dedicated, driven and smart. Always reliable, always willing to put in the extra time to get the job done properly, and always the first one to raise a hand and ask for feedback, feedback that he consistently incorporates back into the work he's doing. It is a pleasure to watch him gro... [See more](#)

## Interests



**OCTAFORM**

385 followers



**Gary Vaynerchuk**

Chairman of VaynerX, CEO of VaynerM...  
3,820,651 followers



**Jeff Weiner**

CEO at LinkedIn  
10,183,101 followers



**VaynerMedia**

88,237 followers



**Unbounce**

11,592 followers

**Marketing and Advertising Leaders**

1 members

[See all](#)