

JULIO

RooCruit

Digital Marketing Manager

São Paulo, Brazil

PROFESSIONAL SUMMARY

Strategic Performance Marketing leader with extensive experience in creating, optimizing, and managing complex digital ad ecosystems across Google Ads, Facebook Ads, and specialized retargeting tools. Proven track record in both B2B and B2C sectors, focusing on MQL generation, app growth, and user retention. Expert in data integration and marketing technology stacks including GTM, Firebase, GA4, and Hubspot, with a strong background in team leadership and cross-functional integration.

KEY SKILLS

- **Performance Media:** Google Ads, Facebook Ads, LinkedIn Ads, Bing Ads, Criteo, Programmatic Media
- **Analytics & Data:** Google Analytics (GA4), Firebase, Google Tag Manager, Google Data Studio, Google Optimize
- **CRM & Automation:** HubSpot, Take Blip, MQL Generation, Lead Scoring
- **Strategy:** B2B & B2C Growth, App Install Campaigns, ROI Optimization, Strategic Planning

PROFESSIONAL EXPERIENCE

Head of Performance Marketing

07/2019 – 01/2023

Major Logistics SaaS Platform

- Managed performance advertising campaigns for high-volume B2B and B2C categories of a logistics technology product.
- Defined Google App Campaign strategies and integrated data with Firebase to optimize messaging and user base utilization.
- Led B2B qualified lead acquisition through mixed-media portfolios, coordinating full-funnel strategies (Top, Middle, Bottom).

- Collaborated directly with Operations, Tech, Product, and Sales teams to monitor results and align marketing efforts with business goals.

Media Coordinator**10/2018 – 07/2019***Leading Digital Performance Agency*

- Coordinated retail and education accounts, managing projects that integrated media, planning, and data intelligence.
- Developed strategic ROI-focused campaign plans while leading a team of performance specialists.
- Designed and implemented customized media plans and managed professional development/technical training for staff.
- Managed platform operations across Google Ads, Facebook Ads, Bing, Criteo, Outbrain, and Taboola.

Senior Media Analyst**09/2013 – 08/2018***Specialized Performance Marketing Consultancy*

- Managed multi-scale accounts (Small to Large) across Google AdWords, Bing, Facebook, LinkedIn, and DBM.
- Serviced diverse segments including publishing, education, retail, B2B, and services.
- Focused on campaign structure optimization, detailed data analysis, and technical reporting.

Media Analyst**03/2013 – 09/2013***Online Travel & E-Commerce Company*

- Responsible for Sponsored Ad campaigns for a high-traffic travel e-commerce platform.
- Executed data-driven ROI strategies, developing complex account structures using Google Editor.
- Monitored revenue and session flows through Google Analytics for display and video campaigns.

Quality Review Analyst**12/2012 – 03/2013***Global Technology Leader*

- Conducted quality reviews for Google AdWords services across Brazil and Latin America.
- Monitored ROI performance and remarketing strategies for search, display, and video campaigns.

- Provided feedback and training for analysts to ensure goal achievement and customer satisfaction.

EDUCATION

Graphic Design

2009 – 2013

Escola Panamericana de Artes e Design

Business Administration

2007 – 2009

Anhanguera Educacional

LANGUAGES

- **Spanish:** Native
- **English:** Intermediate

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