

Diogo

Growth Marketing | Paid Media | Media Buyer

RooCruit

Belo Horizonte, Minas Gerais, Brazil

PROFESSIONAL SUMMARY

Growth marketing specialist with over 15 years of experience in digital marketing, specializing in global product launches, customer acquisition, and retention strategies. Managed paid media campaigns across 20+ countries, focusing on performance marketing and data-driven decision-making. Expertise in Meta Ads, Google Ads, LinkedIn Ads, TikTok Ads, Twitter Ads, and programmatic advertising, including experience in high-risk industries such as iGaming and competitive black niches.

KEY SKILLS

Growth Marketing & Strategy

Customer Acquisition & Retention

Performance Marketing (CPA, CPL)

Media Buying & Programmatic

Paid Media (Meta, Google, LinkedIn, TikTok, Twitter)

Data-Driven Decision Making

A/B Testing & Optimization

Team & Sales Management

PROFESSIONAL EXPERIENCE

Senior Growth Marketing | Media Buyer | Paid Media**April 2023 - Present***US-Based Technology Solutions Agency*

- Developed and executed comprehensive customer acquisition strategies specifically tailored for B2B companies.

Senior Growth Marketing | Media Buyer | Paid Media**March 2023 - Present***International Performance Marketing Agency*

- Managed global advertising campaigns across Google Ads, Meta Ads, TikTok Ads, and Twitter.
- Developed and executed multi-channel strategies for customer acquisition, retention, and referrals.
- Specialized in high-performance gaming, betting, and lead generation campaigns focusing on CPA and CPL metrics.
- Optimized ad performance through rigorous A/B testing and advanced data analytics.
- Managed integrated cross-platform media buying strategies and developed growth frameworks to scale digital campaigns.

Performance Marketing Manager | Paid Media Specialist**June 2022 - April 2023***Creative Design & Digital Strategy Agency*

- Executed data-driven marketing strategies to significantly optimize ad spend efficiency and ROI.

Performance Media Analyst**May 2021 - December 2021***Digital Health Insurance Provider*

- Managed digital advertising campaigns, successfully increasing brand awareness and high-quality lead generation.

Artificial Intelligence Business Development**March 2017 - August 2019***AI & Machine Learning Technology Firm*

- Developed innovative AI-driven marketing solutions for large-scale enterprise clients.

Head of Sales**January 2016 - March 2018***Digital News & Media Monitoring SaaS*

- Implemented consultative sales processes and high-growth inbound sales strategies.

Content Marketing Specialist | Inside Sales**December 2014 - January 2016***Leading Content Marketing Platform*

- Identified critical growth opportunities and improved marketing-qualified lead (MQL) conversion processes.

Head of Marketing**January 2012 - September 2013***Regional Construction & Engineering Firm*

- Led digital and offline marketing strategies for major development projects across the Minas Gerais and São Paulo regions.

EDUCATION**Pontifícia Universidade Católica de Minas Gerais**

Graduate Studies in Marketing Management (2010 - 2011)

Centro Universitário de Belo Horizonte

Bachelor's in Advertising (2006 - 2009)

CERTIFICATIONS

- Product Growth
- Google Ads Search Certification
- Scrum Fundamentals
- Google Analytics 4 (GA4)

LANGUAGES

- English: Full Professional Proficiency
- Portuguese: Native

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