

# Alina

Paid Social Lead & Digital Marketing Specialist

Based in Lisbon, Portugal (Remote)

**ROOCRUIT**

## PROFESSIONAL SUMMARY

Results-oriented Paid Social Lead with over 9 years of experience driving measurable growth for DTC brands and global clients. Proven track record in overseeing full-funnel media strategies, managing high-performing teams, and optimizing cross-channel operations across Meta, TikTok, and Pinterest. Expert in translating complex data into actionable creative and strategic insights that maximize ROI and foster long-term client partnerships.

## KEY SKILLS

Meta Ads Manager & TikTok Ads

Pinterest Ads & Paid Social Strategy

TripleWhale & Motion App

Looker Studio & Supermetrics

Google Analytics (GA4)

Shopify & E-commerce Optimization

Team Leadership & Mentorship

Full-Funnel Media Planning

## PROFESSIONAL EXPERIENCE

## Leading UK-Based Performance Marketing Agency

05/2022 – 05/2025

### *Paid Social Lead*

- Drove measurable client growth through data-driven paid social strategies and cross-functional leadership, overseeing performance across a dedicated agency pod.
- Owned full-funnel paid media strategy across social channels in close partnership with the agency creative team.
- Managed and mentored a team of 4+ paid social managers, setting KPIs and development plans to ensure accounts operated against clear performance strategies.
- Identified growth opportunities, including new testing initiatives, funnel optimizations, creative strategies, and expanded audience targeting.
- Provided strategic recommendations shaping client growth, creative direction, and channel investment decisions.
- Acted as the key point of contact to establish trusted, long-term client partnerships and supported retention through cross-service upsells.
- Improved internal operations and processes to enhance team efficiency and support agency scalability.

## Independent Performance Marketing Consultancy

09/2017 – 05/2022

### *Paid Social Campaign Manager (Meta, TikTok, Pinterest)*

- Developed and executed paid social strategies for high-growth DTC brands aligned to specific business objectives.
- Defined audience targeting and creative strategies, delivering daily optimization and performance improvements.
- Managed comprehensive campaign setup, budget pacing, and multi-channel allocation.
- Collaborated closely with creative teams to ensure performance objectives were met through visual output.
- Translated performance data into clear insights and proactively flagged growth opportunities.

## Full-Service Digital Marketing Agency

05/2016 – 08/2017

### *Digital Marketing Specialist*

- Developed integrated digital marketing strategies across multiple online channels to reach diverse target audiences.
- Collaborated on website development projects, UX improvements, and full-scale redesigns.
- Planned and implemented paid social media campaigns for a diverse agency client base.
- Provided detailed insights and analysis on all paid and organic performance metrics.

## **EDUCATION**

### **University College London (UCL)**

**2011 - 2014**

Bachelor of Science in Information Management for Business

Key Modules: IT Project Management, Digital Marketing, Innovation Management, Social Media Marketing, Software Engineering, Economics.

### **King's School Ely**

**2008 - 2010**

A Levels: Business Studies (A\*), Economics (A), Government & Politics (B)