

ABOUT ME

Digital Marketing Specialist with a background in Graphic Design and Web Development. As a Digital Marketing Coordinator, I drive strategies for organic and paid traffic, engagement, and conversions, with a focus on performance and user experience. I have experience in Growth Marketing, managing campaigns with 8-figure budgets on platforms like Google Ads and Meta Ads, as well as leading multidisciplinary teams to deliver high-performance projects. My profile combines creativity, analysis, and innovation to achieve strategic and impactful results.

EXPERIENCE

Digital Marketing Coordinator at [Rede UNIFTC](#) - September of 2020 until today

- Managed paid media channel with a 7-figure budget, achieving a 20% reduction in CPL
- Launched three high-performance WordPress websites optimized for SEO
- Achieved a 10x growth in organic blog traffic YoY through inbound content strategy
- Implemented HubSpot as a CRM tool, resulting in improved automation workflows

Digital Marketing Coordinator at [Educa Mais Brasil](#) - September of 2017 until March of 2020

- Achieved 154% YoY growth in organic traffic through on-page and off-page SEO initiatives
- Secured 6 out of 10 SERP results for a keyword with over 1,000,000 monthly search volume
- Managed paid media channel with an 8-figure budget, introducing LinkedIn Ads as a new media
- Established a data-driven culture by implementing Enhanced Ecommerce and DataLayer

Marketing & Design Supervisor at [UNIFACS](#) - July of 2015 until August of 2017

- Managed visual communication for 9 units with a 7-figure budget
- Implemented a bot for application form testing, enabling real-time monitoring
- Designed institutional communication templates, reducing production time by 96%
- Developed customized landing pages for lead generation, increasing capture rates by 560%

[DiegoNovaes.com.br](#) - September of 2006 until today

- Web Development using Ruby On Rails, PHP, MySQL, JavaScript (Vanilla, React, and Node), HTML/CSS, always focusing on high organic traffic performance and Core Web Vitals
- Interface project creation following UX best practices, utilizing Figma and Adobe Suite
- Management and service delivery for freelance clients such as Grupo ISM, Unijorge, among others
- Creation of websites with a focus on Programmatic SEO: Escolas.com.br, InfoCNPJ.com, AutoEscolas.com.br

EDUCATION

[AppAcademy](#) (San Francisco/CA) - Fullstack Web Development Bootcamp in 2023

[FGV](#) (Salvador/BA) - Marketing MBA in 2013

[PUC-Rio](#) (Rio de Janeiro/RJ) - Interface Ergodesign: Usability, User Experience and Information Architecture in 2010

[UNIFACS](#) (Salvador/BA) - Graphic Design Bachelor in 2008