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ISAAC CORREIA DE MELO

With over 8 years of experience, I'm a data-driven Performance Marketing Manager skilled in paid social, web analytics, data analysis and marketing automation. Having successfully managed 60+ accounts with budgets surpassing \$10 million, primarily on Facebook Ads, I am now eager to take on a dynamic role seeking new challenges.

EXPERIENCE

HIBONJOUR TRAVEL, CANADA – *Performance Marketing Manager*

January 2020 – Present

- Planned and executed high-impact advertising campaigns on Google Ads, Meta Ads, YouTube, TikTok Ads, and LinkedIn Ads, while aligning marketing efforts with strategic goals, including the recent success of the Canada Roadshow event, which attracted over 6,000 attendees in Brazil and Colombia.
- Led a cross-functional team, fostering collaboration and ensuring seamless campaign execution.
- Utilized Email Marketing strategies to engage and nurture leads, resulting in improved conversion rates.
- Proficient in tools such as ActiveCampaign, Google Sheets, Zapier and Maker for automation and workflow optimization.
- Proficient in Google Tag Manager, Google Analytics 4, Looker Studio, VWO and Hotjar for in-depth tracking and data collection.
- Generated and delivered monthly and weekly reports, offering stakeholders clear visibility into campaign results and the achievement of key performance indicators.

FREELANCER – *Digital Marketing and PPC Consultant*

July 2016 – Present

- Specialized in Paid Media strategies to drive client growth and online presence.
- Successfully managed advertising campaigns on Google Ads and Meta Ads.
- Employed Inbound Marketing techniques to attract and engage target audiences, resulting in increased lead generation and customer conversions.
- Collaborated with a range of clients, including Opulence Education Group, Become School, and IDE University, delivering tailored solutions to meet their unique marketing goals and objectives.

YELLOW KITE AGENCY, BRAZIL – *Head of Performance Marketing*

May 2019 – October 2021

- Orchestrated effective cross-functional team efforts, ensuring seamless collaboration and successful campaign execution.
- Provided comprehensive staff training programs, empowering team members with the latest industry insights and best practices.
- Monitored and optimized campaign performance through rigorous data analysis, adapting strategies to maximize results in hospitality, real estate, health, cosmetics, aesthetics, retail, and online stores.

EDUCATION

TREBAS INSTITUTE, CANADA – *E-commerce and Online Business Management, 2023*

ESTÁCIO DE SÁ UNIVERSITY, BRAZIL – *Bachelor of Science: Marketing, 2019*

CERTIFICATIONS AND SKILLS

META – *Facebook Certified Media Buying Professional*

META – *Facebook Certified Discovery Commerce Specialist*

GOOGLE – *Google Ads – Search Certification*

GOOGLE – *Google Ads – Display Certification*

GOOGLE – *Google Ads – Video Certification*

GOOGLE – *Google Ads – Measurement Certification*

GOOGLE – *Google Analytics 4*

LINKEDIN – *Advanced Facebook Advertising*

LINKEDIN – *Advanced Google Ads*

LINKEDIN – *Advanced Google Analytics*

LINKEDIN – *Become a Social Media Advertising Specialist*

LINKEDIN – *Become an Online Marketing Manager*

LINKEDIN – *Become a Marketing Coordinator*

LANGUAGES

PORTUGUESE – *Native*

ENGLISH – *Professional Working, Intermediate*

FRENCH – *Elementary proficiency, Beginner*

COMMUNITY INVOLVEMENT

LIMPA BRASIL INSTITUTE, BRAZIL – *Paid Search Specialist*

March 2021 – July 2021

Responsible for creating and managing Google Search campaigns. Google Ad Grants.