

# ISAAC CORREIA DE MELO

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## PROFESSIONAL EXPERIENCE

**Webtmize - Paid Media Account Manager; Montreal, Canada**

*April 2024 - Present*

- Managed acquisition campaigns for e-commerce and SaaS clients, overseeing Google Ads and Meta Ads accounts with a daily spend of over \$10K. Leveraged targeted optimizations focused on long-term LTV to boost ROAS by 72% and reduce new customer CPA by 22% YoY.
- Observed underperforming creatives, days, locations, and audiences. Applied the Pareto principle to restructure campaigns around the top 20% of performers, optimizing combinations for maximum efficiency. This approach led to a 117% increase in overall sales conversion rates within 30 days.
- Integrated HubSpot and GA4 predictive audiences, leveraging RFM analysis to segment and prioritize high-value users, reducing MQL and SQL costs while improving conversion rates between funnel stages by 31%, ensuring a more efficient sales pipeline.
- Identified performance reporting bottlenecks that delayed decision-making and hindered agility. Developed and automated real-time dashboards, eliminating manual data extraction and enhancing stakeholder visibility.
- Enhanced internal workflow efficiency between myself, two specialists, and client teams by implementing structured communication, task management, and experimentation frameworks, streamlining execution, reducing turnaround times, and improving campaign agility.

**HiBonjour Travel - Growth Marketing Manager; Montreal, Canada**

*January 2020 - April 2024*

- Executed high-impact advertising campaigns across Google, Meta, YouTube, TikTok, and LinkedIn Ads, aligning marketing efforts with strategic goals such as the Canada Roadshow, which attracted 6,000+ attendees in Brazil and Colombia. The campaign also targeted B2B partners to join the event, while leveraging email marketing strategies to nurture leads and improve conversion rates.
- Led a cross-functional team to ensure seamless campaign execution, utilizing automation tools like ActiveCampaign, Google Sheets, Zapier, and Make, while implementing in-depth tracking with Google Tag Manager, GA4, Looker Studio, VWO, and Hotjar to enhance data collection and reporting.

**Yellow Kite Digital Marketing 360 - Growth Marketing Manager; Maceio, Brazil**

*May 2019 - May 2021*

- Orchestrated cross-functional team efforts to ensure seamless collaboration and successful campaign execution while providing comprehensive training programs that empowered team members with the latest industry insights and best practices.
- Monitored and optimized campaign performance through rigorous data analysis, adapting strategies to maximize results across hospitality, real estate, SaaS, cosmetics, aesthetics, retail, and e-commerce sectors.

## EDUCATION

Trebas Institute | E-commerce and Online Business Management | Montreal, Canada | 2023 | GPA: 4.0 / 4.0

Estácio de Sá University | Bachelor of Science: Marketing | Maceio, Brazil | 2019 | GPA: 3.7 / 4.0

## SKILLS & INTERESTS

**Interests:** Spreadsheets, Marketing Automation, Productivity & Workflow Optimization, Video Games, NBA, Hiking.

**Languages:** Native Portuguese; Fluent in English; Basic in French; Basic in Spanish.

**Technical:** Google Ads, Bing Ads, Meta Ads, Reddit Ads & Google Analytics Certified.