Murillo Henrique Leite

Performance Marketing Manager | Paid Social & Search: Meta, Google, YouTube & TikTok Ads

Curitiba, Brazil (UTC−3) · +55 41 98515-7109 · murillohenrique.mkt@gmail.com · linkedin.com/in/murillohenriqueleite

SUMMARY

Performance marketer who scales paid media across Meta, Google, YouTube and TikTok Ads. As an Account Manager in the Meta Marketing Pro program, advised up to 200 high-spend advertisers (US$45K+ monthly ad spend each) across the US, Canada, Europe and Brazil. Scaled an e-commerce operation's ad spend from US$30K to US$100K/month at a 3.8 blended ROAS. Open to remote contractor roles, available for CST and EST hours.

200	US$45K+	3.3x	−50%
advertisers advised	monthly spend per advertiser	spend scale at 3.8 ROAS	cost per result

EXPERIENCE

Performance Marketing Consultant
2026 – Present

Self-employed · Remote

- Manage Meta Ads and Google Ads for small and mid-sized businesses, optimizing for ROAS and CAC; set up GA4, GTM, Meta Pixel and Conversions API tracking and build conversion-focused landing pages.

Account Manager, Meta Marketing Pro
Sep 2025 – Aug 2026

Wipro · Curitiba, Brazil

- Advised a portfolio of up to 200 advertisers spending US$45K+ per month each, with top accounts near US$200K, across Brazil, Portugal, the US, Canada and Europe, in English and Portuguese.
- Led 2–3 strategy consultations daily on account audits, campaign structure, budget allocation and creative-led targeting aligned with Meta's ranking systems (Andromeda, GEM, Lattice).
- Cut cost per result by 50%+ across multiple accounts, and lifted a high-end real estate advertiser's ROAS from 1.3 to 4.0 in under 4 weeks with no added spend, through account restructuring and A/B tests.
- Implemented and audited Meta Pixel and Conversions API setups, designed Conversion, Geo and Brand Lift studies, and consistently hit monthly Advantage+ and CAPI adoption targets.

Paid Media Specialist / UI & Landing Page Designer
Dec 2023 – Jun 2025

Lightweight · Curitiba, Brazil

- Scaled monthly ad spend from US$30K to US$100K (3.3x) at a 3.8 blended ROAS for an e-commerce brand selling to the US, Canada and Europe.
- Allocated budget across Meta (~60%), Google Search, Performance Max and YouTube (30%) and TikTok (10%), with English-language campaigns and creatives.
- Ran cross-channel analysis showing most Google conversions started on Meta, guiding budget reallocation.
- Built reports and dashboards in Excel and Google Sheets (pivot tables, advanced formulas) tracking ROAS, CPA, CTR and CPM by channel.
- Implemented tracking with Google Tag Manager, GA4, Meta Pixel and TikTok Pixel, and designed landing pages for paid campaigns.

Social Media & Paid Media Specialist
Mar 2023 – Nov 2023

BSB Pay · São Paulo, Brazil

- Ran lead generation campaigns for a B2C fintech, continuously testing audiences, messaging and creatives, and managed organic social and KPI tracking.

SKILLS

Paid media: Meta Ads, Google Ads (Search, Performance Max, YouTube), TikTok Ads, Advantage+, media buying, budget management, full-funnel strategy

Measurement: GA4, Google Tag Manager, Meta Pixel, Conversions API, TikTok Pixel, Conversion Lift, Geo Lift, A/B testing, attribution

Analytics: Excel, Google Sheets (pivot tables, dashboards), Power BI, ROAS, CAC, CPA, margin

Web & CRO: landing pages, Shopify, WordPress, Figma

EDUCATION, CERTIFICATIONS & LANGUAGES

Bachelor's in Graphic Design (in progress, expected 2028) · Federal University of Technology – Paraná (UTFPR)

Meta Certified Digital Marketing Associate · verify credential

Languages: Portuguese (native) · English (professional working proficiency) · Spanish (elementary)