



NUNO GIL

32 years old

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Skills

Leadership



CRO



Growth Hacking



Performance Marketing



Web Analytics



Brand Management



Marketing Strategy



Peter Drucker

The best way to predict the future
is to create it.

Specialties:

Marketing Management, Growth Hacking, Performance Marketing

Work experience

Jul 2022 -
Until now

Head of Growth
Sunne

Currently at Sunne I work as Head of Growth, where I am responsible for the entire customer journey, as well as the customer lifecycle. I built a solid team to help me perform in all phases, with a greater focus on customer acquisition and conversion. We are constantly data driven, improving conversion rates and lead qualification. I conduct experiments through growth software that allows me to map everything. In addition to being the team leader, I am responsible for executing performance marketing across all media channels, analyzing and reporting to c-levels. I analyze and improve the entire user journey from acquisition to the last stages of the sales funnel, through retention and cross-selling with customer success.

Jul 2022 -
Until now

Growth/Performance Consultant
Numeratti

After ending my activities as Performance Manager at Numeratti to assume a position of Head of Growth in a start-up that intends to scale, I was invited to remain as an external consultant, where I still support several projects and act as an advisor, derived from the good work and relationship I built during my full-time stay.

Jan 2021 -
Jul 2022

Digital Intelligence & Performance Media Manager
Numeratti

I am currently Digital Intelligence & Performance Media Manager at Numeratti, a company focused on Performance consulting and execution of results-oriented and conversion-oriented campaigns. I am responsible for the entire media team, as well as for managing the team, leading, monitoring, auditing and defining the metrics/KPIs that must be respected in each project, so that we have the maximum ROAS for all clients. I do training for the internal team and also for several agencies in Brazil.

Apr 2020 -
Jan 2021

Master Performance Analyst
Febracis Coaching

Responsible for analyzing the results from the Branding and Performance actions of Febracis. Creation of dashboards and descriptive reports to accurately measure the approved metrics in order to support smart decision making, as well as the ROAS of launch operations. Master Performance Analyst, responsible for creating, optimizing and auditing campaigns for Facebook Ads, Instagram Ads, Google Ads and other Native traffic sources.

Elaboration and execution of Digital Strategies together with the management, which allow reaching and surpassing the established goals. Continuous monitoring of the brand's efforts and actions across all channels.

June 2019 -
Dec 2019

Marketing Manager
Buzzbeat Strategy Studio

Responsible for the entire SEAT (Volkswagen Group) car builder account for the Portuguese market. Construction and implementation of the new website, seo, news, content creation and management of all social networks, as well as reporting. Coordination between organic and paid with the agency responsible for the performance program. Responsible for the strategy and monitoring of brand presence in major national festivals.

Aug 2018 -
May 2019

Marketing Director
OneClinics

I am responsible for all the digital channels, marketing and communication of the whole group, as well as the various clinics that belong to us. I create and execute the whole strategy of offline communication, as well as coordinate the entire digital performance program, such as the program of capture and treatment of leads with great success. I also have the sales team under my responsibility, as well as ensuring that the communication needs of each clinic are met and that the way we communicate with clients is the most correct and appropriate.

Feb 2018 -
May 2018

Senior Media Buyer

Mobipium

Responsible for the creation and management of several digital campaigns for different business activities through the best digital channels (native ads, social, google)

Main activities:

- . Definition and setup of digital campaigns, including google search, google display, social, re-marketing and native ads according to each client's needs and goals.
- . Continuous analysis of defined KPI's and optimization of all campaign elements.
- . Campaign reporting and continuous communication of opportunities for ROI maximization.
- . Contact with online ads and several concepts (CPM/ CPA/ RTB/ ROI), mobile and programmatic buy.

Feb 2017 -
Jan 2018

Media Buyer

Satori Media

Responsible for the creation and management of multiple affiliate campaigns for several advertisers in different business activities (verticals).

Main activities:

- . Ad networks, traffic sources and offers search. Creation, management and optimization of affiliate campaigns for different verticals.

Jan 2016 -
Jan 2017

Performance Specialist

Páginas Amarelas S.A

Responsible for the management of 50+ Google Adwords campaigns for SMB in different business activities.

Main activities:

- . Definition and setup of Google AdWords campaigns, including search, display, re-marketing and trueview video, according to each client's needs and goals.
 - . Continuous analysis of defined KPI's and optimization of all campaign elements.
 - . Client Management: Campaign reporting and continuous communication of opportunities for maximization of the client's investment.
- Internal training and preparation of new team members for the Google Certification for Basic & Advanced Search Exams.

Feb 2015 -
Jan 2016

Digital Marketing Account

Páginas Amarelas S.A.

Responsible for managing the digital marketing program of a portfolio of 200 SMB.

Main activities:

- . Definition of client's website layout and content.
- . Website creation, using PA proprietary platform.
- . SEO, assuring the website's compliance with on-page optimization factors and the inclusion of the relevant keywords for the client's business.

- . Analysis and optimization of Google AdWords Campaigns
 - . Client Service: Reporting of organic traffic and campaign results, respond to client's requests and doubts.
 - . Up-sell activities: explore opportunities to increase client's investments by educating them on the benefits of all PA digital marketing products.
- Product development: working close with the product team to help create new products and improve the company's offer to the market.

Oct 2013 -
Jan 2015

Social Media & Digital Strategist

Adagietto - Boutique de Comunicação

Responsible for creating and managing the digital strategy of several huge clients.

Main activities:

- . Social Media Marketing: Creating, managing and growing the client's presence in all strategically relevant online properties (Facebook, YouTube, blogs).
- . Content creation: writing blog posts, articles, news and other content for social media channels.
- . Customer relations: answering customers' questions and managing online feedback throughout all digital channels (e-mail, Facebook, YouTube, blogs).
- . SEO: improving clients' organic position on all major search engines through the creation of content, link building and keyword strategies.
- . Campaigns management: creating and daily managing of search and display campaigns on Google, Facebook and Sapo Display network in order to meet client's goals.
- . Analysis and optimization: using Google analytics and other measurement tools to provide reports on KPIs and identify ways to improve clients' ROI. Continuous testing and measuring of new initiatives.
- . Budget management: estimating and controlling monthly costs, and reconciling discrepancies.

Sep 2010 -
Jul 2013

Degree in Marketing and Advertising

IADE - Creative University

During my degree I had the opportunity to develop my critical sense and creativity. It was also possible to perform various practical works and some communication plans with actual briefings.

Sep 2006 -
Jun 2010

High School

Escola Secundária de São João do Estoril

Professional certification in management and programming of computer systems

March 2023 -
April 2024

Inbound Marketing Certified

HubSpot Academy

<https://app.hubspot.com/academy/achievements/kzk7ywdd/pt/1/nuno-gil/inbound-marketing>

March 2023 -
March 2024

Google Certified Professional

Google

Apr 2018

Funnel Optimization

EDIT. - Disruptive Digital Education