

TIAGO FISTER

AI-AUGMENTED GROWTH MARKETING LEADER · DEMAND GENERATION · PAID MEDIA & CRO · HUBSPOT · MARKETING ANALYTICS

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SUMMARY

Digital marketing specialist with 20+ years of experience driving measurable growth for global companies. I specialize in demand generation, performance marketing and marketing analytics, helping organizations expand their presence and scale acquisition in international markets. My work connects marketing, sales and product teams to build predictable pipelines and accelerate revenue.

- Global marketing strategy and international expansion
- Paid traffic & performance marketing (Google Ads, LinkedIn Ads, Meta Ads)
- Marketing automation & CRM (HubSpot): workflows, lead scoring, lifecycle stages and nurture sequences
- Marketing analytics (GA4, GTM, UTM governance) and decision-driving dashboards (Looker Studio, Power BI)
- Conversion Rate Optimization (CRO) with a test-and-learn mindset; full-funnel alignment with Sales & Product

Recent highlights: 100%+ of the monthly lead target achieved every month of 2025; turned paid traffic into the main acquisition channel since 2023; delivered campaigns across 4 continents with measurable ROI; speaker on LinkedIn in São Paulo (March 2026); constant experimentation with AI tools and automation.

EXPERIENCE

Senior Digital Marketing Analyst (Performance & Web Analytics) | NOVUS Automation

Feb 2023 – Present • Canoas, RS, Brazil

Lead Performance Marketing & Web Analytics to drive B2B demand across global markets. Own GA4 + GTM architecture and the event schema across website and landing pages, ensuring data quality and governance.

- Manage paid media (Google Ads, LinkedIn Ads, Meta) by product line and region; plan, test and optimize budgets across 4 continents.
- Build executive and operational dashboards (Looker Studio / Power BI) combining media, web analytics and lead data; automated weekly reporting adopted by leadership.
- Run attribution and funnel analysis to improve lead quality and velocity, focusing on CPL and conversion rates.
- Lead CRO: A/B test landing pages, creatives and messaging to improve conversion and scale qualified leads.
- Partner with Sales and Product on go-to-market, tracking requirements and measurement; support email marketing automation with tracking, segmentation and performance insights.
- **Highlights:** 100%+ of the monthly lead target achieved every month of 2025; paid became the leading acquisition channel; ads-originated form submissions became the primary source of qualified leads; standardized tracking and UTM governance across four continents.

Founder & CEO | LOVJOB – Comunicação Digital

Feb 2017 – Present • Porto Alegre, RS, Brazil

Founder of LOVJOB, a digital communications agency combining creativity, technology and strategy. Full-service portfolio: professional websites and landing pages, social media management, paid traffic (Google Ads and Meta Ads), SEO, visual identity design and, more recently, AI-powered chatbots. Over 30 clients served across multiple industries, focused on real results, accessible pricing and personalized service.

Digital Marketing Analyst (E-commerce & Marketplaces) | Via Aroma

Feb 2022 – Aug 2022 • Porto Alegre, RS, Brazil

- Managed paid media (Google Ads, Meta) focused on qualified traffic and revenue lift.
- Ran a daily KPI routine (sessions, conversion, AOV, channel mix) with rapid corrective actions.
- Built category/product dashboards to surface seasonal opportunities and inventory signals.
- Established tracking/UTM governance and continuous landing-page and journey improvements.

Digital Marketing Analyst (Lead Generation) | QI College & Technical School

May 2021 – Feb 2022 • South of Brazil

- Owned lead acquisition and end-to-end measurement for on-campus and online programs, with CPL and lead-quality targets by program/region.
- Implemented tagging (GTM) and Google Analytics; optimized landing pages (UX, speed, forms) with A/B testing.
- Managed Google Ads and Meta Ads from creative to budget; built CRM-integrated email nurture automation and executive funnel reporting.

Digital Marketing Analyst (EdTech B2B) | School Communication App / School System

Nov 2020 – Apr 2021 • Porto Alegre, RS, Brazil

- B2B demand generation for schools (demos, proof of concept, onboarding), capturing decision-maker leads via Google, Meta and LinkedIn.
- Built product/use-case landing pages and tested messaging by school profile; lead qualification and sales handoff following an MQL → SQL playbook.
- Email sequences (education, trial, activation), sales enablement materials and funnel/attribution metrics by channel and keyword.

Internet Marketing Analyst | Unesul Transportes

Apr 2019 – Apr 2020 • Porto Alegre, RS, Brazil

Led the company's digital communication strategy, planning and executing campaigns with marketing automation, inbound marketing, website and landing page development, email marketing, Paid Search (PPC), SEO and social media management.

Digital Marketing Analyst | Raizler Promocional

Jan 2015 – Feb 2017 • Gravataí region, Brazil

- Marketing planning and management of communication, promotions, events and sales initiatives.
- Developed visual identity for institutional materials, brand positioning and branding; applied inbound marketing.
- Ran digital campaigns across paid search, social ads, display on content sites and price comparison platforms; managed social media marketing.
- Represented the company's communication at trade shows across Brazil; contributed to innovation projects implementing ERP, CRM and web-to-print e-commerce systems.

Digital Marketing Analyst | Penso Ideias

Jan 2014 – Jan 2015 • Porto Alegre, RS, Brazil

- Created content for social networks (Facebook, Pinterest, LinkedIn), monitored interactions and brand mentions, and grew fan page engagement.
- Set up Facebook Ads campaigns, produced reports, analyzed data and executed continuous improvements.
- Built brand awareness and lead capture through content-driven digital planning, buzz marketing and organic growth initiatives.

Web Designer | Incoterm

May 2010 – Dec 2013 • Porto Alegre, RS, Brazil

- Contributed to campaign development, concepts, visual identity and content; built websites, hotspots and landing pages.
- Managed paid campaigns on Google and Facebook (Google AdWords, Facebook Ads, AdSense) and email marketing initiatives.
- Monitored web KPIs through Google Analytics and tracked market trends (mobile, e-commerce, intranet) to keep the company up to date.

Web Designer | Grupo Cybersul

Jun 2009 – May 2010 • Porto Alegre, RS, Brazil

Art direction and end-to-end website creation: project, design, animation and architecture. Client service and team support. Co-founded Mumbai and developed the company's entire visual identity.

Art Director | Apollo13 Agência de Comunicação

Jun 2008 – Jan 2009 • Porto Alegre, RS, Brazil

Developed layouts for graphic pieces, logos and visual identity (offline and online) for multiple clients; defined campaign concepts and taglines; planned marketing campaigns for print and digital media. Clients included Unimed, Villaggio Italian Fast Food, Confraria do Café, Ação Sistemas and Canoas Parque Hotel.

EDUCATION

Associate Degree in Technology (CST), Communication & Media/Multimedia | Senac RS — 2013 – 2016

E-Commerce, Marketing | ESPM – Escola Superior de Propaganda e Marketing — 2012

Technical Degree in Web Design | Senac RS — 2004

SKILLS, TOOLS, SPEAKING & LANGUAGES

TOP SKILLS	Growth Marketing • Demand Generation • Conversion Rate Optimization (CRO) • Search Engine Optimization (SEO)
TOOLS	HubSpot • Google Ads • LinkedIn Ads • Meta Ads • GA4 • Google Tag Manager • Looker Studio • Power BI • AI tools & automation
CERTIFICATION	E-commerce Specialist
SPEAKING	Talk on LinkedIn — São Paulo, Brazil (March 2026)
LANGUAGES	English (native or bilingual proficiency) • Portuguese (native or bilingual proficiency)