

Tiago Fister

Senior Paid Media Analyst | Web Analytics & Traffic Manager

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EXPERIENCE

NOVUS ELETRONIC PRODUCTS — *Web Analytics Analyst*

February 2023 - Present (2 years, 8 months)

As a Web Analytics Analyst, I am responsible for strategically managing and optimizing paid traffic and ad campaigns across five key global regions: Brazil, LATAM, USA, Europe, and APACMEA.

I analyze key performance indicators (KPIs) and monitor performance metrics to provide valuable insights, creating detailed dashboards and reports to identify optimization opportunities and drive the growth of our global marketing efforts.

VIA AROMA — *Digital Marketing Analyst*

February 2022 - August 2022

My responsibilities included managing and optimizing sponsored ad campaigns on Google Ads and Meta Business Suite with the main goal of boosting product sales on the company's e-commerce platform and on Brazilian marketplaces. I also analyzed results and created reports to ensure the performance and return on investment (ROI) of all digital marketing initiatives.

QI COLLEGE & TECHNICAL SCHOOL — *Digital Marketing Analyst*

May 2021 - February 2022

I was responsible for planning and executing digital marketing campaigns with the primary goal of acquiring new students for the educational institution. My activities included ad management on Google Ads and Face Ads, optimizing landing pages (SEO and SEM), and measuring results using tools like Google Analytics and Google Tag Manager. I also analyzed campaign performance to identify opportunities and present improvements.

SKILLS

Paid Media & Traffic Management

Web Analytics & KPI Analysis

Digital Marketing Strategy

Google Ads & Meta Business Suite

SEO & SEM

Inbound Marketing

Graphic Design & Branding

UX Design

E-commerce

LANGUAGES

Portuguese - Native

English - Professional Working Proficiency

Spanish - Elementary

EDUCATION

Senac RS, Brasil — *Technology Degree (CST), Communication and Media / Multimedia*

January 2013 - December 2016

**ESPM Superior School of Advertising and Marketing
E-commerce, Marketing**

January 2012 - December 2014

Senac RS | Web Designer Technician

January 2004 - December 2004