

Guile Sobral

Performance & Growth Marketing · Paid media, e-commerce and lead generation

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SUMMARY

Performance marketer working with Google Ads, Meta Ads and lead generation since 2016. Experience across e-commerce, growth marketing, paid media, CRO and Shopify, connecting acquisition to funnels, CRM, automation and sales training. Paid media data analysis, KPI definition and management, and reporting that supports strategic decisions and optimization. Open to 100% remote roles and contracts, based in Brazil.

SKILLS

- **Paid media:** Google Ads, Meta Ads, lead generation, performance marketing
- **E-commerce and conversion:** growth marketing, CRO, Shopify
- **Funnel and sales:** funnels, CRM, automation, sales training
- **Data:** paid media data analysis, KPI definition and management, reporting for decisions and optimization
- **Tools:** Excel, Google Sheets and Looker Studio (advanced); Google Ads; Meta Ads; Shopify

EXPERIENCE

Performance and growth marketing 2016 – present

Currently supported by Hype Digital as an operating structure. Selected experience; scope varied by client.

- **E-commerce:** Corporeum, ID Bags, Elle et Lui, Augustana, Atelier Schiper. Accessories and sports: Wakum, Elite Surfing, 021 Kiteboarding Shop.
- **Education and complex sales:** Instituto Nacional de Ciências Odontológicas – INCO25 (dental education institute). Student acquisition for specializations, refresher courses and immersions; connected campaign, landing page, qualification and follow-up through to enrollment.
- **Healthcare:** IRSA, ODT Digital, DRX Digital, Rede X. Google Ads for multiple radiology clinics.
- **Local business:** NEMA Bakery, Beco do Alemão, Empório do Sul and Cartório do 12º Ofício de Niterói (notary office), including Google Ads for the notary office.

LANGUAGES

- Portuguese — native
- English — advanced

AVAILABILITY

- 100% remote only
- Rio de Janeiro, Brazil (UTC-3)