

Diego Serafim de Sousa

With the aim of working in the Paid Traffic Management, Web Design, and Growth Marketing field, I seek to apply my experience and analytical skills to optimize campaign performance and drive business growth



Belém, Pará 📍

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work Experience

04/2023 - Present

Belém, Pará

Web Designer | Paid Traffic Manager

Nacional Consórcios

Accomplishments

Review and adjustment of targeting strategies, ads and bids.
Strategy and planning of paid traffic campaigns.
Ongoing optimization to maximize focus and ROI.
Data analysis and metrics for making informed decisions.

08/2022 - 02/2023

Belém, Pará

Web Designer | Paid Traffic Manager

Autoconsórcios

Accomplishments

Development and management of "landing pages" focused on conversions.
Creation of ads and forms optimized for capturing leads.

01/2005 - 06/2021

Belém, Pará

Camelô

Centro comercial de Belém

Accomplishments

Retail seller

Education

03/2023 - Present

Undergraduate, Information Technology

Federal University of Mato Grosso do Sul

02/2021 - 03/2022

Software Development, Computer Programming

Trybe - Programming school

Skills & Competences

- Thinking through first principles
- Micromanaging
- Goal oriented
- Future focused
- Critical thinking
- Resiliency
- Verbal and written communication
- Leadership
- Creativity
- Time Management

Achievements & Certificates

Web development
Javascript - web development
Productivity and Time Management

Languages

Portuguese | English

Interests

Paid Traffic Manager.
Web designer.
Front End Programming
backend programming