



# Gabriel Leite

in [Linkedin](#)

## Digital Marketer

I have been working in the digital marketing industry for more than five years. I have many experiences working individually and as a team member.

My principle in working is exposure because the core of digital marketing is all about how to increase the exposure of the promoted product.

## Education

Bachelor's Degree in Languages and Literature University of São Paulo (USP)

**2021 - 2027 | GPA: 3:40**

## Skills

Ability to deliver results meeting targets across multiple KPIs.

Proficient in platforms such as Facebook Ads, Facebook CRM, Tableau, Salesforce CRM, Power BI, Google Ads, among various other CRMs.

## Languages

Portuguese **NATIVE**

English **PROFICIENT**

German **INTERMEDIATE**

Spanish **INTERMEDIATE**

## ACHIEVEMENTS

**September 2022:** (Post-training) In the first active month – Top Performance of the operation across all KPIs (Quarter Highlight Award)

**April 2023:** Top 3 WhatsApp campaign solution provider in the LATAM Marketing

Recognized by META itself as one of the top specialists in solutions for WhatsApp – Facebook Ads – Instagram Ads – Meta Ads

## Experience

### GGHANDMADE

2020 - 2022

Autonomous Sales Project of Decorative Art's via WhatsApp Messages through Facebook Ads

### Atento | Meta ADS / Facebook Product

2022 (JUN) – 2023 (OCT)

### Digital Marketer Intern - Meta Marketing Pro

Guide META advertisers in marketing strategies, budget distribution, and budget scaling strategies, as well as business expansion.

Reallocate resources and develop more sustainable or profitable structures within META ads platforms, social media behavior, and strategies for utilizing the META ads platform algorithm.

### GG Digital | Professional Media Buyer

March 2024 - Ongoing

### Digital Marketing Manager

Responsible for media buying across Google Ads, Pinterest Ads, Meta Ads, TikTok Ads, Shopee and Shopify Stores, managing all client marketing budgets.

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