



Gabriel Leite Digital Marketer

I have over five years of experience in the digital marketing industry, working both independently and as part of cross-functional teams.

Throughout my career, I've developed and executed strategies focused on growth, user experience, and data-driven performance. My core principle is strategic exposure, because effective digital marketing is fundamentally about connecting the right message to the right audience at the right time, maximizing visibility and value.

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, Google Analytics, and many others advertising platforms as Tiktok and LinkedIn Ads

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 as Meta Marketing Pro (META INTERNAL AWARDS)

Recognized by META itself as one of the top 3 specialists in solutions for WhatsApp Campaigns – Meta ADS

Experience

GGHANDMADE

2020 (FEB) - 2022 (MAR)

Independent Project for Marketing and Selling Decorative Art via WhatsApp and 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

(OCT) 2023 - Ongoing

Digital Marketing Manager

Responsible for media buying across Google Ads, Pinterest Ads, Meta Ads, TikTok Ads and LinkedIn Ads. Managing all client marketing budgets.

☎ (11) 96636-7078

✉ gabrielleite33@usp.br

📍 Cotia - São Paulo, Br