



# FELIPI FERNANDES

Performance Specialist | Digital Marketing Expert | AI Researcher

*Top 80 Google Ads Expert 2024 | BRL 15MM+ Annual Budget Manager | ROAS 10+*

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## PROFESSIONAL SUMMARY

Marketing professional with over 12 years of experience driving growth across agencies, startups, fintechs, and publicly-traded companies. Currently serving as Performance Specialist at Profarma Group S/A, Brazil's second-largest pharmaceutical distributor listed on B3. Managing annual media budget of BRL 15 million generating returns exceeding BRL 180 million with ROAS consistently above 10. Led 20x e-commerce growth transformation since 2022. Fluent in English with expertise in data-driven marketing, AI innovation, and digital transformation, reporting directly to CEO.

## KEY ACHIEVEMENTS

- Generated BRL 180+ million annual revenue with BRL 15 million media budget achieving ROAS above 10
- Drove 20x e-commerce growth at Profarma Group from 2022 to present
- Recognized as Top 80 Google Ads Expert globally in 2024
- Exceeded pre-launch targets by 400 percent securing 800+ pre-orders for Klever Safe crypto wallet
- Led digital transformation initiatives recognized as company highlight for 2023-2025 period

## PROFESSIONAL EXPERIENCE

### Performance Specialist

Profarma Group S/A (B3: PFRM3) | Rio de Janeiro, Brazil | February 2023 - Present

- Manage BRL 15 million annual paid media budget across 4 retail brands, 18,000+ SKUs, and 8 mobile applications
- Generate BRL 180+ million annual revenue maintaining ROAS consistently above 10
- Lead AI research and innovation initiatives reporting directly to Chief Executive Officer
- Achieved 20x e-commerce growth from 2022 baseline through strategic digital transformation
- Recognized as key contributor to digital transformation success 2023-2025

### Growth Consultant - LATAM

Proton AG | Switzerland (Remote) | December 2023 - June 2024

- Developed global marketing campaigns for blockchain and fintech sectors
- Created privacy-focused demand generation strategies for Proton ecosystem

### Senior Marketing Research Analyst

Klever | Estonia (Remote) | November 2020 - November 2022

- Managed multimillion-dollar global paid media campaigns across multiple markets
- Achieved 800+ pre-orders for Klever Safe hardware wallet exceeding target by 400 percent
- Developed comprehensive performance dashboards and KPI tracking systems

### Growth Consultant

Getty/IO Inc. | United States (Remote) | December 2020 - November 2022

- Drove B2B growth strategies utilizing omnichannel marketing campaigns
- Enhanced prospect engagement through CRM optimization securing new business partnerships

## TECHNICAL SKILLS

<b>Paid Media Platforms:</b>	Google Ads, Meta Ads, Campaign Manager 360, PPC Management, Affiliate Marketing
<b>Analytics and Data:</b>	Google Analytics 4, Looker Studio, SQL, A/B Testing, Data Analysis, KPI Development
<b>Marketing Technology:</b>	HubSpot, Google Tag Manager, SEO, Growth Marketing, Marketing Automation
<b>Innovation and Strategy:</b>	AI Research, Digital Transformation, Strategic Planning, Budget Management

## CERTIFICATIONS AND RECOGNITION

- Google Experts 2024 - Recognized as Top 80 Google Ads Expert globally
- AI Immersion Workshop - Pareto (2025)
- Campaign Manager 360 Certification - Google Digital Academy
- Google Ads Metrics Certification - Google Skillshop
- Inbound Marketing Certification - HubSpot
- Contextual Marketing Certification - HubSpot
- Advanced English VI - CNA

## EDUCATION

### Bachelor of Marketing and Advertising

Anhembi Morumbi University | São Paulo, Brazil

Relevant Coursework: Digital Marketing, Strategic Planning, Consumer Behavior, Brand Management, Data Analytics, Project Management, Business Law, Product Development, Distribution Channels, Descriptive Statistics, Corporate Social Responsibility

## LANGUAGES

- Portuguese - Native proficiency
- English - Full professional proficiency
- Spanish - Limited working proficiency

## PROFESSIONAL RECOMMENDATIONS

**Tiago Boscariol** - HR Management, HR Business Partner

*"Felipi is an excellent professional who demonstrates deep knowledge in his area and knows how to share it effectively with other teams."*

**Ivana Cajú** - Strategic HR Business Partner, Global Career Advisor

*"Felipi is an outstanding professional, always delivering excellence, proactivity, and dedication. With strong analytical and execution capacity, he brought new solutions to business challenges while collaborating effectively with teams."*