



# LUIS SOEIRO

DIGITAL MARKETER

## SKILLS

Team management; Digital Presence;  
User acquisition; ASO; App Marketing &  
Monetization; Social Media Marketing;  
Google Ads; Facebook Ads; Apple  
Search Ads; Data Analysis

## CONTACTOS

Address Porto, Portugal  
Phone +351 932687355  
Email [luis@soeiro.eu](mailto:luis@soeiro.eu)

## ACADEMIC BACKGROUND

ISPGAYA - Tourism Management Grad.  
ESEIG - Hospitality Administration Post-Grad  
eCornell - Digital Marketing Strategy

## PERSONAL TRAITS

- Critical Thinker
- Agile Manager
- Leadership
- Addicted to new challenges
- Techie
- Easy-going

## PROFESSIONAL BACKGROUND

### KARTA TECH - GROWTH MANAGER

2016-...

- Pre-launch setup
- Acquisition management
- ASO - Strategic approach & execution
- Paid Media management
  - Facebook Ads
  - Google Ads
  - Apple Search Ads
  - Quora Ads
- Earned Media partnerships development
- App monetization
  - In-app Ads Monetization setup & optimization
  - In-app purchases strategy & pricing
- Operation costs optimization
- Revenue & budget optimization

### NDRIVE SA - MARKETING MANAGER

2007-...

- Marketing & Support team management
- Budget planning & execution
- PR
- External Media partnerships
- Social Media Management
- Online presence management
- B2B partnerships external communication

### CONSULTANT - DIGITAL MARKETING

2016-...

- Online Presence for SMB's
- Marketing Audit
- User Acquisition

## TECHNICAL SKILLS

Facebook Ads	● ● ● ● ●
Google Ads	● ● ● ● ●
Apple Search Ads	● ● ● ● ●
ASO	● ● ● ● ●
Google Analytics	● ● ● ● ●
Wordpress	● ● ● ● ●
Admob	● ● ● ● ●
Social Media	● ● ● ● ●