


Sarah Borges Silva

Data Analyst



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 <https://sarah-borges-data.github.io/>

Currently pursuing a Master's degree in Data Analysis, Modeling and Decision Support Systems at University of Porto. This multidisciplinary program is strengthening my expertise in data analytics, machine learning, and strategic decision-making. Professionally, I've worked in marketing analytics as a Performance Media Analyst, focusing on data-driven campaign optimization and performance tracking. I thrive in dynamic environments that challenge me to connect data with real-world impact. Check my Portfolio page at: <https://sarah-borges-data.github.io/>

SKILLS:

- **Data Visualization:** Power Bi; Looker; Qlik Sense
- **Data Analysis:** Python; SQL; Excel; Google Sheets
- **Machine Learning:** Scikit-Learn
- **Digital Marketing:** Google Ads; Meta Ads (Facebook); Google Analytics (universal and 4); GTM
- **Data Warehouse:** BigQuery
- **Languages:** Portuguese (Native); English (C1); Spanish (A2)

WORK EXPERIENCE:

Paid Media Analyst - Savvi | São Carlos, Brasil | Set 2022 - Dez 2024

- Designed, launched, and optimized paid media campaigns across Facebook Ads, Google Ads, and other platforms
- Conducted in-depth performance analysis using Looker (Google Data Studio) and Power BI to monitor KPIs such as CTR, CPA, ROAS, and customer acquisition trends
- Built and automated data dashboards to visualize campaign and web analytics, supporting data-driven decision-making
- Applied statistical analysis and A/B testing methodologies to campaign elements (audience, creatives, landing pages), resulting in improved user engagement and ROI
- Interpreted multichannel performance data to recommend optimization strategies, leading to consistent revenue growth

Digital Marketing Manager - White Apex Drones | Luziânia, Brasil | Jan 2022 - Set 2022

- Led paid media strategy and execution, leveraging campaign data to guide performance improvements across Facebook Ads and Google Ads
- Analyzed ad performance data and customer behavior metrics to identify trends and optimize ad spend efficiency
- Created performance reports and insights dashboards to inform leadership and adjust marketing strategies
- Managed client communication

EDUCATION:

- **M.S., Data Analysis, Modeling and Decision Support Systems** - University of Porto (Sep 2024 - In Progress)
- **B.S., Geological Engineering** - University of Brasília (Jan 2017 - Jun 2022)