

FC.

PERFORMANCE MARKETING

CONTACT

Lisboa, Portugal
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PLATFORMS

Meta Ads Manager
Google Ads
Reddit Ads
Google Tag Manager

ANALYTICS & CRM

Tableau
Salesforce
Google Analytics
Meta Business Suite

EXPERTISE

Paid Social & Search
Conversion Tracking
A/B Testing & CRO
Multi-market Budgeting
Agency Account Mgmt

LANGUAGES

Italian	Native
English	C1-C2
Spanish	Full prof.
Portuguese	A1

EDUCATION

MA International Relations
Università per Stranieri di Perugia ·
2020-2022

Fabrizio Conte.

PERFORMANCE MARKETING

PROFILE

Performance Marketing Expert with 3+ years managing multi-million euro advertising portfolios across Meta, Google, and Reddit. Proven track record of tripling book-of-business revenue quarter-over-quarter, achieving consistent 4-8x ROAS across international markets, and reducing client acquisition costs by 30%. Experienced in B2B agency sales, SMB performance marketing, and multi-market campaign management across Italy, UK, and Spain.

EXPERIENCE

Performance Marketer · **Bridgeroot**

2025 - Present

- Provide performance marketing advisory, guiding clients on paid media strategy across channels.
- Plan and manage advertising campaigns across multiple platforms — Meta, Google, Reddit and beyond — from setup through ongoing optimisation.

Performance Marketing Expert · **Escape Campus**

Aug 2024 - Oct 2025

- Owned full advertising budget across 3 international campuses (Italy, UK, Spain), managing €30K-€100K/month across Meta, Google and additional channels.
- Consistently delivered ROAS above 4x, with peak months reaching 6-8x through continuous optimisation and cross-market budget reallocation.
- Identified and tested new acquisition channels, diversifying the media mix beyond core platforms.
- Adapted creative strategy and targeting independently for three different markets and languages.

Meta Marketing Expert · **Meta**

Sept 2023 - Aug 2024

- Managed 50-100 SMB clients with hands-on Meta Ads optimisation across Facebook and Instagram.
- Tripled book-of-business revenue quarter-over-quarter, growing a portfolio starting at €500K+ through data-driven optimisation and proactive client consultation.
- Converted improved campaign results into increased advertiser investment, maintaining high client satisfaction.
- Collaborated with internal Meta teams on audience targeting, creative and bidding best practices.

Agency Account Manager · **Reddit**

Feb 2022 - Sept 2023

- Managed 10-20 agency accounts across the full client lifecycle — new business, upsell, renewal and post-sale optimisation.
- Achieved a personal monthly revenue peak of €800K through strategic upsell and retention initiatives.
- Reduced client acquisition cost by 30% for an entertainment advertiser via Reddit Ads optimisation on a €10K/month budget.
- Translated agency business objectives into tailored Reddit advertising strategies across awareness and performance campaigns.