

Guilherme Almeida

Senior Manager at the Hub of Operations at Monks

São Paulo, Brazil

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SKILLS

Growth strategies · Creative analysis · Google Shopping

LANGUAGES

Portuguese and English: native or bilingual

CERTIFICATIONS

Google Ads Creative Certification · Grow Offline Sales Certification · Google Ads Search Certification · AI-Powered Shopping Ads Certification · Google Ads Apps Certification

EXPERIENCE

Monks

Senior Manager at the Hub of Operations | Sep 2026 - Present

- Work directly with clients and stakeholders, acting as the link with the media buying team.
- Turn client information and business priorities into clear, actionable media plans for buyers to execute.
- Guide campaign planning with substantial investment budgets and high strategic demands.

Clients: Google

Mamô Brasil

Senior Media Lead | Oct 2024 - Aug 2026 | São Paulo, Brazil

- Led paid media strategy and user acquisition across Meta Ads, Google Ads and TikTok Ads.
- Managed large-scale paid media budgets and optimized campaigns for ROAS, CPA and conversion growth.
- Built performance dashboards and reporting infrastructure using GA4 and Looker Studio.
- Conducted continuous A/B testing on creatives, audiences and funnels to improve campaign efficiency.
- Collaborated with marketing, growth, design and performance teams to drive data-informed decisions.

EXPERIENCE

Curso Beta

Senior Media Buyer | Sep 2022 - Aug 2024

- Managed paid acquisition campaigns with a monthly advertising budget of approximately R\$2.5 million.
- Led user acquisition strategy focused on high-volume lead generation.
- Generated approximately 63,000 leads per week through Meta Ads and Google Ads campaigns.
- Planned and executed weekly campaign launches tied to product launch events.
- Optimized campaigns across 48 segmented professional audiences using performance data and A/B testing.
- Worked closely with the CMO and performance team to scale growth through paid media.

AlfaCon Concursos Públicos

Senior Media Buyer | Feb 2022 - Sep 2022 | São Paulo, Brazil

- Managed paid media campaigns with a monthly budget of approximately US\$400,000 (around R\$2 million).
- Led acquisition strategy focused on high-volume qualified lead generation for the sales team.
- Generated an average of 50,000 qualified leads per week through Meta Ads and Google Ads campaigns.
- Monitored performance daily and dynamically reallocated budgets across platforms and campaigns.
- Continuously optimized campaigns based on performance data, prioritizing the highest-performing channels.
- Improved lead quality by 32% during my time at the company.
- Worked directly with the CMO, supported by a senior analyst in campaign execution and analysis.
- Contributed to strategic decisions on scaling paid acquisition and marketing performance.

EXPERIENCE

Beelieve.ag

Media Coordinator | Apr 2021 - Feb 2022 | São Paulo, Brazil

Octagencia

Head of PPC Media | Sep 2019 - Feb 2021 | Greater São Paulo, Brazil

Invited to establish the performance department as the email marketing agency expanded in 2019.

- Developed client action plans, including meeting and presentation templates, reporting templates and delivery metrics.
- Developed all internal processes for the performance department.
- Developed strategies to reach and advertise products to new audiences.
- Coordinated a small performance team to execute and deliver client work.
- Built and maintained client relationships to identify improvements to internal processes.
- Supervised client campaigns, using data to improve results.

Eco BP

Media Buyer | Nov 2018 - Sep 2019 | São Paulo

3D Criar - Fabricação Digital

PPC Specialist | Oct 2016 - Nov 2018 | São Paulo

EDUCATION

Centro Universitário FMU | FIAM-FAAM

Product Design | May 2026 - Dec 2028

Universidade Paulista

Computer Science | 2008 - 2009