

Emanoel Moreira

Performance Marketing & Measurement • Paid media, attribution and data

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SUMMARY

Senior performance marketer with 10+ years across paid media, measurement and data. I connect media spend to real revenue, even when the sale happens outside the browser. At Nextar I identified and orchestrated the offline attribution that cut cost per lead in half with the same budget. Technical foundation built in Google Ads operations; recognized as a Google Guru in 2023.

EXPERIENCE

Nextar Nov 2020 to Jan 2026

SaaS for small businesses, 50,000+ active customers

Senior Performance Media Analyst Dec 2022 to Jan 2026

- Owned paid media and measurement across Google Ads (Search, PMax, App, YouTube), Meta, Microsoft, TikTok and Spotify Ads.
- Identified the offline attribution gap (click in the browser, subscription inside desktop software), specified events and taxonomy, and orchestrated the consultancy, data and product teams through validation. Result: -50% cost per lead and +90% daily leads with the same budget.
- Every paid subscription attributed to its source campaign, including PMax, via Google Ads offline conversions and Meta Conversions API.
- Joined marketing, product and CRM data in BigQuery with the data team, enabling cohort and LTV analysis.
- Mobile tracking with AppsFlyer, Firebase and Amplitude, including web-to-app and iOS ODM.
- From 2025, directly managed a media assistant and reported to leadership through Looker Studio dashboards.

Media Performance Analyst Nov 2020 to Nov 2022

- Media planning across Google Ads, Microsoft Ads, Meta and programmatic, with journey and competitor analysis and automated Looker Studio reporting.

Easynvest / NuInvest Jan to Sep 2019

Investment platform, later acquired by Nubank

Performance Media Analyst

- High-volume media across Google, Meta, LinkedIn and Microsoft Ads, focused on budget efficiency.
- Aligned measurement with the web analytics team before every launch, including the homebroker app.
- Acquisition case: turned a viral meme into a YouTube Custom Intent campaign with nationwide reach.

Saraiva Jul to Oct 2018

One of Brazil's largest book and media e-commerce retailers

Digital Marketing Analyst

- Google Ads with Shopping, DSA, tROAS and LIA in an omnichannel strategy, with A/B testing and funnel analysis.

Cognizant May 2016 to Mar 2018

Google Ads operations

Google Ads Specialist

- Account diagnostics and campaign architecture for advertisers, to Google's technical standards.

2026 · Independent performance and measurement projects

SKILLS

Paid media	Google Ads (Search, PMax, Shopping, App, YouTube), Meta Ads, Microsoft Ads, TikTok Ads, DV360
Measurement	GTM Server-Side, GA4, Conversions API, Offline Conversion Import, AppsFlyer, Firebase
Data	BigQuery, SQL, Looker Studio, first-party data

Product and CRO	Amplitude, Hotjar, A/B testing, journey and funnel
Applied AI	Claude, ChatGPT, Gemini, NotebookLM

RECOGNITION

Google Guru 2023	Google Experts
Smart Academy 2019	in-person immersion at Google
Cloud Hero	BigQuery and Machine Learning, Google Cloud, 2025
PM3	Leadership and People Management; Delegation and Team Engagement, 2025

EDUCATION AND LANGUAGES

Degree	Bachelor in Advertising, Universidade Anhembi Morumbi, 2012 to 2015
Languages	Portuguese (native) · English (intermediate)