

VICTOR LUZ

Senior Media Analyst | PPC Specialist | Growth, Performance & Branding

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+27% / -35% ANNUAL REVENUE VS. COST PER ACQUISITION, OMNICHANNEL RETAIL	+141% / -54% QUALIFIED LEADS VS. COST PER QUALIFIED LEAD, B2B	+604% ROUTES TO PHYSICAL STORES VIA GOOGLE MAPS
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PROFESSIONAL SUMMARY

Digital media and performance specialist with **5+ years** planning, executing and optimizing full-funnel paid media for e-commerce, omnichannel retail, premium fashion and B2B accounts. Consistently scales revenue while cutting acquisition cost, combining hands-on campaign management across Google, Meta, TikTok and LinkedIn with tracking implementation (GA4 and GTM) and data-driven reporting that reaches leadership decisions. Meta-certified Media Buyer and Planner, and recognized as a **Google Guru** by the Google Experts program, among the 40 most outstanding professionals in Brazil in 2024 and selected again in 2025.

CORE SKILLS

Paid Media	Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, X (Twitter) Ads, Google Ad Grants
Analytics & Tracking	GA4, Google Tag Manager, Looker Studio, conversion tracking, tagging audits, dashboarding
Strategy	Full-funnel media planning, A/B testing, ROI / CAC / LTV management, lead generation, omnichannel, branding

PROFESSIONAL EXPERIENCE

WEONNE

Senior Performance Analyst (PPC Specialist) Nov 2023 to Present

- Grew Grupo Zenir's annual revenue by **27%** and cut CAC by **35%**, while lifting conversion rate **15%**, by rebuilding the retail media strategy around business KPIs (ROI, CAC, LTV).
- Raised the Zenir Móveis e Eletrodomésticos site conversion rate by **13%** after designing and implementing the full tagging system, including technical audits and reviews.
- Delivered **+141%** qualified leads and **-54%** cost per qualified lead in the Black Friday B2B case for the São Paulo Commercial Association (ACSP), with total leads up 114% and CPL down 48%.
- Scaled the ACSP campaigns run with Equifax Boa Vista to **+318%** leads and **+89%** conversion rate (2024 vs. 2023).
- Led the Google Ad Grants social project for Diário do Comércio de São Paulo, a century-old news outlet, growing pageviews **17%** year over year.
- Manage always-on and seasonal media across five platforms, running data-validated A/B tests and building full-funnel, multi-platform dashboards used in business decision-making.

Media.Monks Brazil

Media Analyst May 2023 to Oct 2023

- Co-led the omnichannel project for LE LIS, producing **604%** growth in routes to physical stores and **220%** more store views on Google Maps.
- Lifted institutional and direct-sales revenue **13%** for LE LIS and **5%** for Dudalina through a branding project delivered with no additional bottom-funnel investment.
- Owned monthly and seasonal media plans for the Veste S/A group brands alongside the Branding team, presenting to internal and external stakeholders.
- Built full-funnel dashboards in Looker Studio and strategic analyses that turned campaign data into insight for premium fashion accounts.
- Trained **100+** interns over a year as part of Monks' new-talent development program.

Rocky.Monks

Media Analyst

Jul 2022 to May 2023

- Managed digital marketing accounts for the agency's client portfolio across Google, Meta, TikTok and other digital platforms, focused on maximizing return on investment.
- Ran data analysis, online campaign management and multi-media marketing campaigns end to end.

Márcio Rosa Advogados

Litigation Legal Assistant

May 2019 to Jun 2022

Litigation case management and procedural analysis before transitioning to digital marketing.

EDUCATION

UNINTER Centro Universitário Internacional

Jul 2022 to May 2023

Postgraduate (Lato Sensu), Marketing Management

ESAMC

Bachelor's Degree, Law

AWARDS & CERTIFICATIONS

- **Google Guru**, Google Experts program: among the 40 most outstanding professionals in Brazil in 2024, selected again in 2025.
- **Meta Certified** Media Buying Professional and Media Planning Professional.
- **TikTok** Media Buying Certification Exam.
- **Meta** Ads Manager Fundamentals.