

SAM RIVERA

Digital Marketing Manager with strong hands-on delivery across cross-functional teams. Digital marketing professional driving full-funnel growth with paid media, SEO, and conversion experimentation. Strong at turning channel performance data into repeatable playbooks that increase qualified leads while lowering acquisition costs.

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EXPERIENCE

2022–Present

Digital Marketing Manager

WavePilot, Lisbon

- Reduced blended CAC by 22% while increasing lead volume by 31%.
- Built channel attribution dashboard adopted by marketing and sales teams.
- Led CRO roadmap and improved landing page conversion by 17%.

2018–2022

Performance Marketer

OpenNest, Porto

- Launched new paid social structures that doubled qualified demo requests.
- Created audience segmentation strategy improving SQL quality from paid channels.
- Automated campaign QA checklists, reducing setup errors by 40%.

TECHNOLOGY

Performance Marketing

Execution in performance marketing and paid search.

Paid Social

Delivered complex initiatives in digital marketing manager responsibilities.

Tools

Google Ads, Meta Ads, LinkedIn Ads, GA4, Looker Studio, Hotjar

Certifications

Google Ads Search Certification, Meta Certified Digital Marketing Associate

LEADERSHIP

- Led initiatives in performance marketing and cro for multi-team delivery.
- Mentored peers on Google Ads, Meta Ads, and reusable implementation standards.

PROJECT HIGHLIGHTS

SEO + PPC Topic Clusters

Aligned content and paid campaigns around high-intent themes to increase SERP coverage.

Creative Testing Framework

Introduced weekly ad creative scorecards and improved CTR consistency across channels.

EDUCATION AND LANGUAGE

2012–2016

BSc Business and Marketing Analytics

Nova School of Business and Economics

2021

Growth Marketing Minidegree

CXL Institute

Languages

English (Fluent)

Portuguese (Native)

Spanish (Professional)