

FRANCISCO FERREIRA

[LinkedIn](#) [Tableau](#) [Portfolio](#) [GitHub](#)

Email: fsemedo2001@hotmail.com

Mobile: +351 962 697 540

SPOKEN LANGUAGES

Portuguese (native)

English (fluent)

Spanish (conversational)

EDUCATION

Bachelor Degree

Advertising and Marketing Management

Portugal

September 2019 - September 2022

SKILLS SUMMARY

- **Languages:** SQL, R, Python
- **Frameworks:** Tidyverse (R), Panda
- **Tools and Platforms:** Power BI, Excel, Power Point, Canva, Google (Ads, Analytics, Tag Manager, Merchant Center), BigQuery, Looker Studio, Tableau, MySQL
- **Soft Skills:** Team Management, Excellent Communication, Critical Thinking

WORK EXPERIENCE

Cart Tenders - Performance & Data Analyst | [link](#) 2024 - present

- Managed campaign analytics for €350K/month in ad spend across Meta Ads and Google Ads, leveraging data to drive a 22% increase in checkout conversion rate through A/B testing and page-level optimizations.
- Built client-facing dashboards using Tableau, BigQuery, and Excel, enabling visualization of KPIs like CTR, CVR, bounce rate, and ROAS, and cutting reporting time by 40%.
- Optimized ad placements and audience segments using demographic and performance data, reducing CPC by 28% and increasing ROAS by 15% through weekly metric reviews and targeting refinements.

Apex Adbuyers – Business Manager | [link](#) 2023 - 2024

- Led performance analysis for €300K/month Google Ads budget, achieving a 30% increase in ROI and 18% CTR growth by applying deep analytical insights into keyword, placement, and audience performance.
- Designed advanced Excel models for budget allocation, ROI forecasting, and campaign pacing, improving financial planning and strategic decision-making.
- Used R and SQL (MySQL and BigQuery) to query campaign datasets, analyze multi-channel attribution paths, and identify optimization opportunities across funnel stages.
- Developed automated Google Ads custom reports to monitor keyword-level trends, Quality Score shifts, and market segmentation.
- Built API-based conversion tracking and UTM frameworks to enhance lead attribution by 35%, streamlining data flow into reporting pipelines.
- Partnered with design/dev teams to test and optimize landing pages based on interaction metrics, reducing bounce rate by 25% and increasing conversion volume by 20%.

Zumub – E-commerce Marketing Data Analyst | [link](#) 2022 - 2023

- Drove analytics strategy for €1M+ annual ad budget across Meta, Google Ads, and Display campaigns, delivering a 32% revenue increase and 24% drop in CPC through data-led targeting and creative improvements.
- Used Google Ads Editor and custom segmentation to optimize reports across product, campaign, and ad group levels, improving ROAS visibility and enabling daily strategic adjustments.
- Migrated analytics infrastructure to GA4, building new tracking logic and UTM systems resulting in 28% higher attribution accuracy and improved performance tracking across e-commerce funnels.
- Queried large ad and sales datasets in SQL and BigQuery, combining performance metrics with product behavior data to uncover conversion drivers and segment opportunities.
- Delivered actionable dashboards and reports combining BigQuery, Excel, and GA4, directly influencing product-level optimizations and advertising strategy across EU markets.

CERTIFICATES

- Foundations: Data, Data, Everywhere | [link](#)
- Google Data Analytics Professional Certificate Badge | [link](#)
- Google Data Analytics Specialization | [link](#)
- Complete Excel Course | [link](#)
- Tableau Master Class | [link](#)
- Master in Business Administration | [link](#)
- Instagram Marketing and Facebook Ads | [link](#)
- Business Management & Strategy Essentials | [link](#)
- Google Ads Display Certified | [link](#)