

FLÁVIO FELIX

Digital Marketing Manager | CRO & Growth Specialist

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional with 8+ years of experience across CRO, SEO, content strategy, campaign management, web analytics, and lead generation. Proven record of executing data-driven marketing strategies that increased revenue by up to 180%, boosted lead conversion by 67%, and reduced acquisition costs. Skilled in managing multi-channel campaigns (Meta Ads, Google Ads, SEO, social media) and translating analytics into measurable growth.

CORE COMPETENCIES

Marketing Strategy: Campaign Planning & Execution, Go-to-Market Strategy, Brand Positioning, Lead Generation, CRO

Digital Channels: SEO/SEM, Content Marketing, Meta Ads, Google Ads

Analytics & Tools: GA4, Google Tag Manager, Looker Studio, Microsoft Clarity, SEMrush, Ahrefs, Search Console

Web & CMS: WordPress, Shopify, Elementor, Webflow, HTML/CSS, JavaScript, React

Project & CRM: ClickUp, Monday.com, Trello, Asana

Design: Photoshop, Adobe Express, Canva Pro, Figma, Adobe XD

Languages: Portuguese (Native), English (Fluent)

PROFESSIONAL EXPERIENCE

Seekers Journey Lda — Remote, Portugal

Conversion Rate Optimization (CRO) Specialist | October 2024 – Present

Senior CRO Specialist responsible for driving business growth by maximizing efficiency across the lead acquisition funnel. Own the strategic, technical, and creative management of 200+ landing pages focused on high-performance conversion, working across Meta Ads and Google Ads campaigns.

Key Results

- **Increased annual lead conversions by 67%** through data-driven lead magnet strategies validated via A/B testing and benchmarking.
- **Substantially reduced Cost per Lead (CPL)**, enabling the creation of new roles within the commercial and sales teams.
- **Managed landing pages with conversion rates above 42%** across Meta Ads and Google Ads campaigns.
- **Achieved a 30% booking rate** on scheduled 1:1 sales calls for e-product offers, in coordination with the commercial team.
- Continuously optimized campaign strategy — creatives, ad copy, and offers — to improve funnel performance.

Technical Expertise

- Built and optimized Meta Conversion API (CAPI) events and lead scoring to boost conversion accuracy and new-audience acquisition, ensuring high-quality metadata delivery to Meta.
- Configured and optimized Google Ads conversion tracking for improved targeting and signal quality.
- Developed landing pages and squeeze pages from scratch across multiple funnels and channels, balancing scalable performance with conversion-focused design for diverse target audiences.
- Applied data analysis, A/B testing, and benchmarking methodologies to guide continuous funnel optimization.
- Tools & Platforms: Google Analytics 4 (GA4), Microsoft Clarity, Google Tag Manager (GTM), WordPress, Meta API, Photoshop, JavaScript, HTML/CSS, Claude AI.

Dash Digital Lda — Porto, Portugal

Digital Marketing Manager | Web Analytics Specialist (SEO & GEO) | August 2023 – October 2024

Led digital marketing initiatives achieving a 180% increase in conversions and reach; developed 30+ high-performing landing pages/websites, boosting lead generation by up to 73%.

- Managed social media strategy for 18+ international clients (LinkedIn, Facebook, Pinterest) and led web development (WordPress, Elementor, React, Webflow) to improve UX and conversion performance.
- Increased e-commerce conversion rates using A/B testing and Microsoft Clarity, and managed daily e-commerce operations (WordPress, Shopify, Amazon) including SEO, stock, and UTM tracking.
- Led SEO strategy and technical audits for national clients (Ahrefs, SEMrush, Search Console), improving Core Web Vitals through cross-team collaboration.
- Managed SEO and CRO for key client brands, including **BMCar**, **Food-tech**, and **Visionware** — one of the largest cybersecurity companies in Portugal.

PECOL S.A. — Porto, Portugal

SEO Analyst & Web Developer | October 2022 – July 2023

- **Increased organic search traffic by 63%** through keyword research and technical/on-page SEO (alt tags, H1–H6 hierarchy, XML sitemaps, GTM). Developed and maintained **12+ websites (72,000+ indexed pages)** for PECOL Group brands, including a fully functional **e-commerce platform with 41,000+ products**, plus Parinox Energia and PASCO Imobiliária.
- Partnered with Managers to design the **SEO hierarchy and typology for the 41,000+ product catalog**, structuring categories and taxonomy to improve search visibility and site navigation.
- Tracked performance and implemented ongoing improvements and SEO optimization across the e-commerce catalog, including specialized articles and dedicated product/category pages to boost organic reach.
- Optimized landing pages for search performance and conversion, driving measurable improvements in organic visibility and on-site engagement.

Appen — Remote

Content Reviewer (Freelance) | March 2021 – November 2021

- Reviewed and revised content for Google, contributing to search algorithm optimization and quality assurance.

Independent / Entrepreneur — Brazil

Web & Digital Marketing Specialist | July 2017 – July 2022

- Built websites and data-driven content/SEO strategies for small Brazilian companies and startups using WordPress, Elementor, Figma, SEMrush, and Google Analytics — growing organic traffic and lead conversion.

EDUCATION & CERTIFICATIONS

- **Bachelor's Degree in Information Systems (IT)** — Uninassau, Recife, Brazil (2013 – 2017)
- Google Analytics 4 Certification | Google Ads Search Certification | CRO Certificate by Google
- SEO Course Certificate | Build a Website with HTML, CSS & GitHub | ClickUp Verified Power Advanced User