

JOE NICÁCIO

SENIOR PAID MEDIA & MEASUREMENT SPECIALIST

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São Paulo, Brazil — Remote · Available across US time zones

SUMMARY

Senior paid media specialist with a rare technical edge in measurement and tracking. I fix what most media buyers can't — broken conversion tracking, blocked events, reporting nobody trusts — and turn clean data into scalable growth on Google Ads and Meta Ads. A software-engineering background lets me build server-side GTM, GA4, and CRM integrations end to end; 6+ years across e-commerce, lead gen, and local service, owning accounts hands-on and leading the teams behind them.

SELECTED RESULTS

- **Restored blocked conversion tracking for 7 pharmaceutical accounts** where health-niche ad policies disabled standard events — re-engineering data flow to the Meta Pixel to lower CPL and scale results with no added budget.
- Scaled an e-commerce brand from ~\$8K/month in total sales (pre-paid-traffic) to **\$800K+ in annual ad-driven revenue — +70% YoY**, with a 60% lift in purchases.
- Took a brand-new store from **2.2x to 8.0x ROAS in under a year**, building tracking and account structure from zero.
- Helped a **US auto-repair client open a second location** through local call and Google Maps campaigns — 300+ conversions at ~\$16 each.

TECHNICAL EXPERTISE

Paid Media: Google Ads · Meta Ads · LinkedIn Ads · Performance Max · Shopping / product feeds (XML catalogs) · full-funnel strategy

Measurement & Data: GA4 · Google Tag Manager (web + server-side) · Meta Pixel & Conversions API · Merchant Center · dataLayer · offline conversion tracking · CRM-to-Ads integration · Looker Studio · Power BI

Ops & Leadership: process design · team leadership · BI dashboards · CRM implementation · marketing automation

EXPERIENCE

Independent Paid Media & Measurement Consultant

2019–Present · Remote

- Advise e-commerce, lead-gen, and healthcare clients on paid media and the measurement problems other buyers can't solve — with ongoing, hands-on management of active e-commerce accounts and server-side tracking builds.

Operations Manager — Neway Advice

2025–Present

- Lead 19 specialists across paid media, SEO, CRM, automation, and customer success; own process design and delivery quality.
- Act as technical authority for paid media — auditing tracking, resolving measurement failures, and standardizing GA4/GTM (web + server-side) across accounts.
- Ran, then supervised, a US client's local Google Ads program that supported the client's expansion to a second location.

Operations Manager — Jumper Studio

2024–2025

- Built and standardized agency-wide delivery processes across all service lines, aligning teams, timelines, and quality.

Senior Paid Media Specialist / Team Lead — Neway Advice

2023–2024

- Ran Google Ads, Meta Ads, and LinkedIn Ads for e-commerce and lead-gen clients with advanced GA4 and GTM (web + server-side) tracking.
- Trained the agency on technical paid media and measurement, raising the standard for how accounts were tracked and optimized.

Marketing & BI Analyst — DigitAll Evolution

2022–2023

- Built the agency's BI function from scratch — real-time dashboards and KPI reporting that shaped client strategy beyond the ad platforms.

Digital Marketing Analyst — PrimeBid

2019–2021

- Generated paid and organic leads via Google Ads and Facebook Ads; built landing pages and follow-up flows for a SaaS expanding into new states.

EDUCATION