Case Study: R$1.8M+ E-commerce Growth

CANDIDATE

Daniel Esteves

Performance Marketing & E-commerce Growth Specialist

LinkedIn: www.linkedin.com/in/daniel-esteves-ecom

SUMMARY

Built and scaled an e-commerce operation from scratch as a solo operator, combining paid media, marketplace execution, pricing, inventory management, customer experience, and data-driven optimization.

RESULTS

- R$1,811,018 in total e-commerce sales.
- 16,071 orders processed.
- 15,961 unique customers acquired.
- R$113.47 average order value.
- R$120,000 in first-month revenue after launching Aurum.
- R$3M+ managed in ad spend across Meta Ads, Google Ads, YouTube, Mercado Livre Ads, and Shopee Ads.

CONTEXT

The project required building more than ads. The e-commerce operation needed a complete growth system: acquisition, campaign structure, marketplace management, product execution, customer communication, and performance analysis.

As a solo operator, I was responsible for managing both growth and operational execution, which required balancing speed, profitability, customer experience, and daily performance decisions.

WHAT I WORKED ON

Paid Media

- Planned and managed acquisition campaigns across Meta Ads, Google Ads, YouTube, Mercado Livre Ads, and Shopee Ads.
- Monitored performance metrics such as CAC, ROAS, AOV, LTV, CTR, CPC, CPA, and conversion rate.
- Tested audiences, campaign structures, creatives, and offers to improve acquisition quality.
- Allocated budget based on channel performance and sales behavior.

E-commerce Operations

- Managed pricing, inventory, product positioning, and marketplace execution.
- Operated across Mercado Livre and Shopee.
- Connected campaign decisions with operational realities such as stock, margins, order volume, and customer demand.

Growth Analysis

- Used sales, order, and customer data to identify performance opportunities.
- Analyzed customer behavior and acquisition quality.
- Improved decision-making around campaigns, offers, and sales channels.

Brand Launch

- Helped launch Aurum and generated R$120,000 in revenue in the first month.
- Combined campaign execution, offer strategy, product presentation, and customer experience to accelerate early traction.

WHY THIS MATTERS FOR US E-COMMERCE TEAMS

Many small and mid-sized e-commerce brands do not need only a media buyer. They need someone who understands how ads connect to product, offer, operations, customer support, and profitability.

This case shows my ability to work as a hands-on growth operator for lean teams, especially where paid media, marketplaces, and automation need to work together.

BEST FIT

I am a strong fit for teams that need help with:

- Meta Ads and Google Ads execution.
- E-commerce growth strategy.
- Marketplace campaign management.
- Paid media optimization.
- CAC, ROAS, LTV, and AOV analysis.
- Lean growth operations.
- Customer experience and automation.

SHORT PITCH

I help lean e-commerce brands grow through paid media, marketplace execution, and AI-powered customer support automation.